

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, OCTOBER 23, 1924

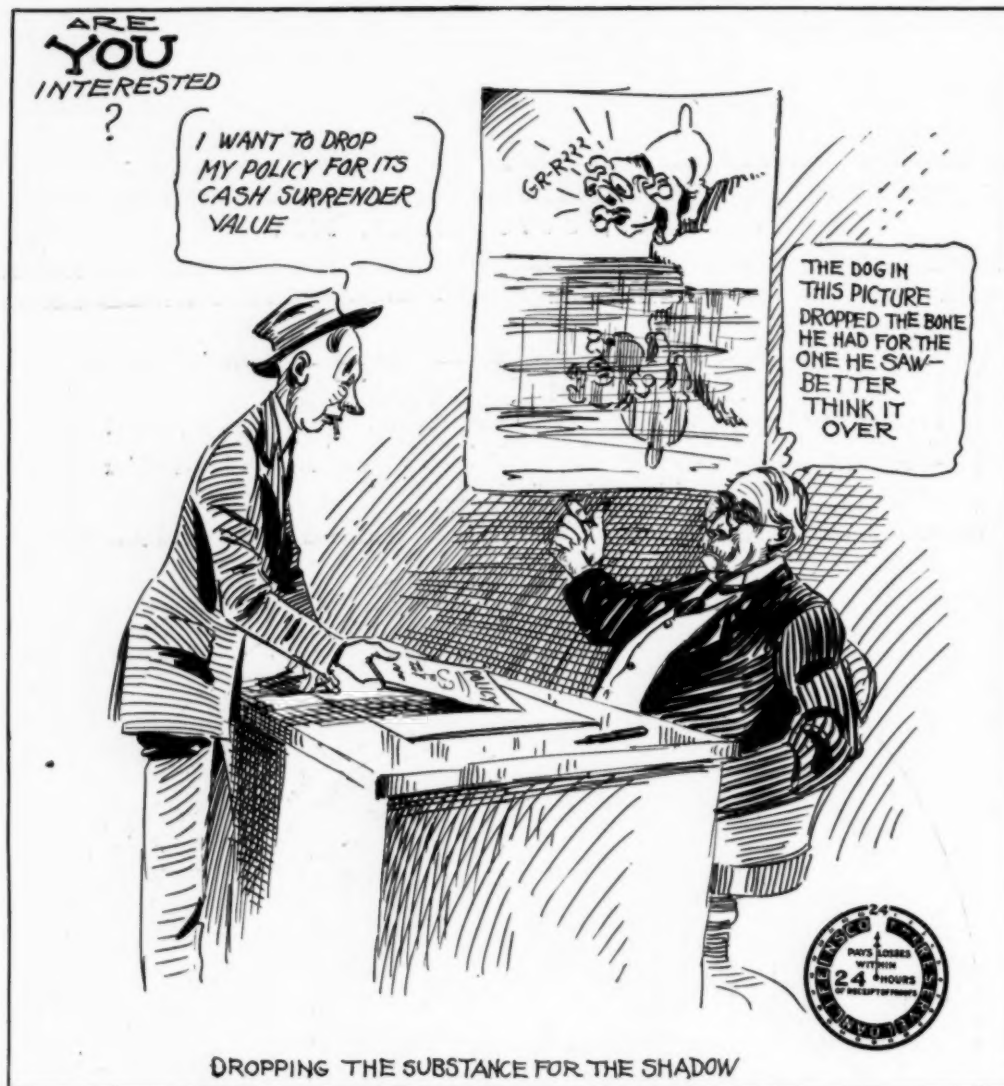
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The National Underwriter

LIFE INSURANCE EDITION

Twenty-Eighth Year No. 43

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, October 23, 1924

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SERVICE BUREAU TO GO ON AS AT PRESENT

Expansion Has Called for More Funds Than Was at First Anticipated

SHARP ISSUE ON SUBJECT

Hope That Organization Will Be on a Self Sustaining Basis By the Next Meeting

The American Life Convention will conduct the American Service Bureau along the same lines that it is pursuing, following the vote taken at the meeting in New Orleans last week, the ballot showing 66 to 21 in favor of the report of the executive committee, which recommended the maintenance of the bureau, but suggested that it should be under the direct supervision of the executive committee of the convention.

The American Service Bureau was organized under the auspices of the American Life Convention, but with separate officers and committees, to do inspecting work for the members. It is a co-operative organization and depends for its support on company members.

Expansion Been Expensive

It probably has been more expensive to get established than the founders anticipated. There was a demand for branch offices and a more extended service than at first mapped out. This naturally has called for a higher overhead and a larger organization than at first outlined. The American Service Bureau shows an operating deficit of about \$50,000. It still has coming to it something like \$20,000 from the loan voted by the American Life Convention last year. This sum, however, will hardly enable the Service Bureau to arrive at a point where it can break even without further financial help.

Issue Is Sharply Drawn

The main issue in regard to the bureau is the policy of the American Life Convention in maintaining a line of work that heretofore has been in private hands. Some very strong men in the convention feel that it is a mistake for the organization to conduct an activity that has been in the hands of outside bodies. Others feel that it is a legitimate function of the organization, as its work is so intimately related to life insurance. They argue that it is just as important as the medical department of companies and is so intimate that a company organization itself should have the control over the work.

Protest Over Assessments

A number of people felt that the American Life Convention had already committed itself to the Service Bureau idea, and that it was up to it to see it through. There have been protests over the increasing assessments, especially on part of companies that did not avail themselves of the bureau service, at least

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AUSTIN IS PRESIDENT

HOUSTON JOINS PUBLIC LIFE

Long Controversy for Control Ended with Election of New Administration, with Clover as Chairman

The controversy over the management of the Public Life of Chicago, which has covered over a year, was closed last week when a specially called meeting of the stockholders elected a complete new staff of officers to replace the administration which has been in charge of the company for the past year. Under the reorganization which is now being effected, Alfred Clover, organizer of the company and chairman of the board up



H. G. AUSTIN
New President Public Life

to a year ago, again becomes chairman of the board. Harry G. Austin, organizer and former president of the Old Colony Life of Chicago, is named president. Thomas J. Houston, former insurance superintendent commissioner of Illinois, becomes first vice-president.

Closed Long Controversy

The election was completed after a stormy session during which officers of the law had to be called in to enforce peace and order. The old officers, headed by Louis Narowetz, chairman of the board, were in control of the meeting, and only after some difficulty did the stockholders prevent him from adjourning the meeting. The stockholders were in session as an adjourned session of the Sept. 16 meeting, the gathering having adjourned from week to week until the litigation instituted by the officers in charge had been completed. The officers in control had obtained an injunction against the holding of a stockholders' meeting for another election and this injunction was only set aside last week, immediately following which the stockholders met and elected the new officers. The court in dissolving the injunction held that the officers of the company had not been properly elected and that the stockholders could legally proceed with their special election. The officers

APPROVE TROPHY PLAN

NATIONAL TRUSTEES' ACTION

W. A. Searle of Haddonfield, N. J. Under Consideration for Post of Assistant to President

PHILADELPHIA, PA., Oct. 21.—The board of trustees of the National Association of Life Underwriters has approved a suggestion that local associations award trophies similar to the Heron trophy in San Francisco for members rendering the greatest service to the local association and to the cause of life insurance in general during the year. Such a trophy would cost about \$100, or less if bought wholesale, that is, if a number of associations ordered trophies from the same concern. A circular letter will be sent out, explaining the matter to each of the local associations, which will act individually in accepting or rejecting the plan.

Favor Library for Harvard

The trustees also favor presenting life insurance books and periodicals to the Harvard Graduate School of Business Administration, which is using some of the \$5,000,000 given to it by George F. Baker to build a magnificent fireproof library, with the idea of assembling, if possible, the world's best library of business subjects. Details of the presentation of insurance publications are now being worked out by the trustees.

Consider Assistant to President

Another matter engaging the attention of the trustees (who, by the way, conduct most of their business by correspondence) is the appointment of an assistant to the president. Since George W. Ayars of Los Angeles would not accept, there is some sentiment in favor of W. A. Searle of Haddonfield, N. J., a suburb of Philadelphia. Mr. Searle has had considerable experience in publicity and organization work, especially for chambers of commerce, and is a former newspaper man. He has never been in the life insurance business, but a member of the board pointed out that this handicap could easily be overcome, as the work to be done is chiefly in the way of organization. Predictions of Mr. Searle's appointment are freely made, but no action has yet been taken.

replaced were: Louis Narowetz, chairman of the board; Fred H. Welch, president; Joseph Damiani, vice-president; Curtis A. Haines, vice-president; A. L. Linder, secretary-treasurer, and Maximilian J. St. George, general manager.

New Lineup Is Strong

The business of the company had felt the effect of the long drawn-out controversy and the new officers will immediately reorganize to rebuild the previous income. The new president, Mr. Austin, has not been actively connected with life insurance for the past few years, but he was one of the organizers and former president of the Old Colony Life. Prior to his connection with the Old Colony, he was prominent in the east, being vice-president of the Provident Savings Life prior to 1906. Mr. Houston, the first vice-president, is

(CONTINUED ON PAGE 27)

COMMITTEE REPORT ON DISABILITY BENEFITS

Question Is Raised as to Excessive Liberality of Companies

IMPORTANT CASES CITED

Arkansas Court Hands Down Decision of Grave Consequence if Followed in Other States

NEW ORLEANS, LA., Oct. 17.—The committee on disability benefits made the following supplementary report at the American Life Convention here this week:

Your committee made a very full report, covering 45 pages, at last year's session, and we feel that at this time we merely desire to call your attention to a few special points.

With the rapid liberalization of the disability benefits there has developed a reactionary feeling of grave doubt as to whether the pendulum has not swung too far in the direction of liberality, both as to provisions of the clause and possibly inadequacy of the premium charge. This feeling has been emphasized recently by the publication of the experience of several large companies which have sustained an unfavorable experience.

Inadequate Records Kept

A questionnaire sent out last year revealed that in many companies the records in connection with disability reserves and general accounting methods were so incomplete that a statistical investigation at that time would have been productive of little value. We recommended in our report that adequate accounting methods be applied to this phase of the business, and we now recommend that such an investigation be made when the companies are prepared to furnish the necessary data.

In the meantime, we strongly recommend a conservative attitude towards the tendency to further liberalization, and that companies should accumulate as a reserve the entire disability premium less expenses and less payments made plus claim liability, until such time as the basis of an adequate rate and reserve can be more accurately determined.

Reserves for Temporary Disability

In regard to reserves on claims incurred, we see no objection to permitting those companies which provide for payment of disability benefits after total disability has lasted for 90 days, to set up a modified amount of reserve liability on such claims as clearly show that they are of a temporary nature. Those companies which do not admit liability until proofs have been accepted that the disability is both total and permanent, might well be permitted to put certain claimants on probation for, say, a year, during which time the benefits will be paid and only continued thereafter provided at that time proofs

of the continuance of the disability are forthcoming.

Full Reserve Not Necessary

This, of course, is no different from the procedure followed by many companies at present in handling doubtful cases, but in such cases the company might well be relieved from the necessity of setting up immediately the full amount of the claim reserve. Perhaps 50 percent would be appropriate during the year while the claimant is under observation. This procedure would make it easier for the companies to view certain kinds of claims which are difficult to classify as permanent or temporary with a leniency which the companies might feel at the present time they cannot afford to adopt, in view of the requirement that as soon as the claim is approved the full liability has to be set up.

The granting of the disability feature to women is being steadily extended in practice. This position, as stated in our previous report, seems justified where the question of insurable interest is carefully kept in mind. "Women applicants should be self-supporting, and preferably unmarried."

Important Cases Cited

A number of interesting cases have been decided during the year, of which we append several illustrations of special rulings and opinions.

In the case of Actna Life vs. Phifer, 254 S. W. 335, the supreme court of Arkansas held: (first), that under the evidence the question as to whether the insured was totally and permanently disabled was properly submitted to the jury; (second), that under the provisions of the disability clause which provided that "six months after proof is received at the home office of the company that the insured has become wholly, continuously and permanently disabled and will for life be unable to perform any work or conduct any business for compensation or profit the company will, if all premiums previously due have been paid, waive the payment of premiums falling due thereafter during such disability, and if disability was sustained as above described before the insured attained the age of 60 years, the company will pay to the life beneficiary," etc., the word "thereafter" refers to the beginning of disability, which was the date of the injury and not the expiration of the six months' period after final proof of the injury and disability, and that premiums shall be waived from the beginning of the disability and the benefits paid from that time under the language quoted;

(third), that because the company in a letter stated in express terms that the policy had lapsed, such denial justified the insured, who was not in default, in treating the contract as breached and suing for gross damages, and his recovery was not limited to \$20 per month payable under the permanent disability clause but he could recover the present value of such monthly payments as ascertained by the mortuary tables.

The majority opinion cited no cases on this question. A very able dissenting opinion discussing the right to recover for future installments is filed by Chief Justice McCulloch.

Recovered Lump Sum

In the case of Spencer v. Kansas Casualty, 227 Pacific 357, (Kansas), the plaintiff recovered a judgment for \$9,350 as the present value of future installments of \$15 a week. In this case apparently the question was not raised by the defendant as to the right to recover the value of such future installments in a lump sum, and this limited their argument to the contention that the damages allowed to plaintiff should be based on the number of years he would have been able to work as a fireman, and not for his life expectancy.

Held to Be Breach of Contract

In the case of Indiana Life Endowment v. Reed, 103 N. E. 77, (Indiana), an action brought to recover damages for the repudiation of the insurance con-

TUBERCULOSIS DECLINE

GREAT BRITAIN'S EXPERIENCE

Statistics Are Given by Sir Robert Philip That Are Encouraging from a Mortality Standpoint

LONDON, ENG., Oct. 22.—Tuberculosis in all its forms is rapidly diminishing. This will be welcome news to all life insurance companies. Sir Robert Philip, writing in the "Edinburgh Medical Journal" recently, gives some statistics on this point which are conclusive and he points out that the drop in mortality from this cause is equally satisfactory in England and in the United States. Sir Robert gives a table showing the death rate from tuberculosis in all its forms for Scotland as compared with that of ten years before, thus:

Year	Diminution	Compared With
1881	17 Percent	1871
1891	21 Percent	1881
1901	9 Percent	1891
1911	31 Percent	1901
1921	31 Percent	1911

For the period 1871-1891, the percentage drop in mortality was 35; 1901-1921, the percentage drop in mortality was 45, in this case the middle decennium being omitted to get an equal basis for comparison.

Accelerating Drop

This is what Sir Robert Philip terms an "accelerating drop," and is extremely interesting, because of late years improved methods of diagnosis have led to a greatly increased number of deaths being classed under this heading than would have been the case 30 years ago. Another remarkable fact disclosed is that the drop exceeds that of the general mortality from all diseases. It is further found that the reduction in mortality has occurred conspicuously in the younger ages up to about 25 years of age, which is held to prove the value of early treatment following correct diagnosis. Possibly on account of its rather bleak climate, Scotland has always been noted for the high incidence of this disease, but Sir Robert Philip asserts that "the general saving of life effected by the reduction of the tuberculosis death rate in Scotland has been stupendous."

tract, the policy providing that "if the insured became totally and permanently disabled from performing any and all kinds of manual labor or business on which he may depend for a livelihood, upon receipt of satisfactory proof of such total permanent disability the company will pay the monthly benefits, the said benefits being \$70 per month." The plaintiff suffered the loss of an arm and filed claim for disability, and the company wrote him a letter stating that it did not think the policy covered an accident of that character, and that the loss of his arm did not totally and permanently disable him from doing all kinds of manual labor. The court held that whether he was totally and permanently disabled within the meaning of the policy was a question of fact to be determined by the court or jury trying the case. Upon the question of the right to recover the lump sum amount, the court held that the letter did not constitute a renunciation of the entire contract. It states the rule that a denial of all disability, where liability is attached, is held to give the injured party the right to treat the contract as broken or repudiated and pursuing his remedy for damages for the breach to recover once for all, in a single suit, all that may ultimately be due him, citing a number of cases, among them the case of Hochster v. De La Tour, 75 Eng. Common Law, 678, which was the first case to announce this doctrine. The Supreme Court of Indiana says with a few exceptions the courts of England and America have followed this doctrine. I think they are clearly in error in this statement.

If the rule adopted by the Arkansas

CLEGG IS A BUSY MAN

IS IN DEMAND AS SPEAKER

President of National Life Underwriters Association Has Many Engagements Already Made

PHILADELPHIA, PA., Oct. 21.—John W. Clegg, president of the National Association of Life Underwriters, who returned to Philadelphia, Monday from the American Life Convention in New Orleans, addressed the meeting of the Baltimore Association at Baltimore on Tuesday and then headed south again. He will speak on "The National Association, Its Value Individually and Collectively," at the Penn. Mutual's southern regional convention in Atlanta, which will be held Thursday, Friday and Saturday.

His dates at Chicago, Nov. 11, New York Nov. 13, and New York Dec. 11-12, have already been announced. The last-named is the annual meeting of the Association of Life Insurance Presidents.

It is probable that on his way to Chicago President Clegg will stop off in Ohio to address the regular meeting of the Dayton Association of Life Underwriters Nov. 7, at which 150 are expected to attend. Dr. S. S. Huebner of the University of Pennsylvania will also speak. The following day, Nov. 8, it is likely that President Clegg will address the Cincinnati association. Dr. Huebner will be there also.

Makes Sales Congress Dates

Mr. Clegg is already making arrangements to speak at sales congresses. The first ones on his calendar are the three Ohio congresses to be held at Cleveland, Columbus and Cincinnati on dates in March not yet determined. He indicated that, if dates do not conflict, he will probably address the Springfield, Mass., congress, to be held some time in March. His attendance at the Philadelphia congress is a foregone conclusion.

His secretary, Miss Margaret C. Bright, is kept busy accepting and rejecting speaking engagements for Mr. Clegg. She, of course, has him booked to attend the convention of the National Association at Kansas City, Mo., Sept. 29-30 and Oct. 1-2. Incidentally, President Clegg is strongly in favor of holding the 1926 convention in Philadelphia.

courts is followed in the other states, we would have a very serious situation, as in any case where liability was denied, the lump sum recovery might be had by the insured, and the company would be helpless even though the insured recovered and went to work immediately after collecting the judgment. The question as to whether or not some provision should be placed in the contract that in no event should payments be accelerated, may be worthy of further consideration.

In the case of Merchants Life v. Clark, 256 S. W. 969 (Texas), the court held, construing a policy which provided that "if the insured became totally disabled, insurer would pay certain sums, and the payment of premiums would be waived during any period during which insured would be entitled to such benefits," where the insured became disabled within the meaning of the policy before due date of the premium, the provision that insurer waived payment of premiums while insured was disabled operated to relieve insured from payment, and failure to notify insurer of such disability for more than 30 days thereafter did not forfeit the policy.

Davis with American National

The American National of Galveston announces the appointment of Charles A. Davis as assistant manager of ordinary agencies. Mr. Davis, who was formerly secretary and treasurer of the Cotton States Life at Memphis, Tenn., has moved to Galveston and entered actively into his new field of endeavor.

FURTHER GAINS SHOWN

PRODUCTION HITS NEW PEAK

Life Presidents Association Report Gives September Increase at 2.3 Percent, Nine Months at 6.7 Percent

NEW YORK, Oct. 21.—The September report of the Association of Life Presidents shows that life insurance production is still maintaining a lead over last year's figures, the September paid for business being 2.3 percent greater than September 1923, while the first nine months' production was 6.7 percent greater than during the corresponding period of 1923. Thus the first three quarters of 1924 have established a new mark for life insurance production with a total paid for business of \$6,478,085,000, compared with \$6,073,170,000 in 1923, and \$4,933,747,000 in 1922. The first three quarters of this year show an increase of 31 percent over the same period in 1922. With the exception of June, every month so far this year has shown a greater volume of business than the corresponding months of the preceding year.

Monthly Record Shown

The total new life insurance paid for, for the first nine months of the past three years is shown below:

Month	1922	1923	1924
Jan.	\$ 467,665,146	\$ 559,341,830	\$ 691,341,125
Feb.	510,829,600	575,347,275	663,736,179
March	600,987,098	741,844,458	827,023,745
April	587,190,839	764,693,335	783,775,310
May	599,440,273	767,452,221	808,554,836
June	595,918,996	779,583,232	749,520,906
July	555,089,139	663,124,717	702,254,698
Aug.	533,517,623	634,517,082	649,439,371
Sept.	483,198,424	587,264,377	601,038,386

\$4,933,747,138 \$6,073,169,527 \$6,478,085,556

Figures on the business thus far this year by class show that group insurance was the only class that failed to report an increase in 1924 over 1923. Ordinary business increased \$300,406,000 or 6.6 percent, industrial insurance increased \$120,525,000 or 9.5 percent, while group insurance decreased \$16,016,000 or 6.2 percent. The loss in group insurance is credited to the remarkable increase of the preceding year, the 1923 gain of \$112,888,000 being 76.7 percent of the 1922 figure.

Business By Class

The total business paid for by class for the first nine months of the past three years is shown as follows:

Ordinary			
Month	1922	1923	1924
Jan.	\$ 349,406,539	\$ 428,441,015	\$ 492,558,607
Feb.	387,955,618	444,462,887	504,552,564
March	450,310,794	578,986,403	625,192,395
April	438,863,267	521,499,038	580,949,207
May	462,912,095	559,389,272	600,324,103
June	461,074,850	577,207,787	573,507,832
July	432,750,416	508,756,786	536,896,858
Aug.	412,108,610	485,447,506	484,956,773
Sept.	367,855,456	440,968,391	436,617,515

\$3,764,237,645 \$4,545,159,085 \$4,845,564,854

Industrial			
Month	1922	1923	1924
Jan.	\$ 103,725,385	\$ 112,677,602	\$ 179,655,720
Feb.	110,954,007	114,758,353	143,762,189
March	132,833,474	137,853,188	156,791,823
April	123,208,464	108,105,428	155,557,021
May	125,083,996	162,326,422	173,628,947
June	115,959,171	147,444,379	154,494,573
July	110,422,935	122,797,836	135,014,745
Aug.	102,900,951	127,089,517	141,525,033
Sept.	97,256,655	124,904,726	145,052,271

\$1,022,344,938 \$1,267,957,451 \$1,388,482,322

Group			
Month	1922	1923	1924
Jan.	\$ 14,533,222	\$ 18,223,213	\$ 19,126,798
Feb.	11,919,975	16,126,035	15,421,426
March	17,842,830	25,094,567	35,039,527
April	25,029,108	25,008,859	44,269,052
May	10,444,182	45,737,527	35,091,786
June	18,884,975	54,931,066	21,518,501
July	11,915,855	21,570,095	31,343,095
Aug.	15,508,062	21,980,059	22,948,565
Sept.	18,086,313	21,391,260	19,368,600

\$147,164,555 \$260,052,991 \$244,037,880

Leaves Conservative Life

Vernon Travis, assistant secretary of the Conservative Life of Wheeling, has resigned, and will shortly announce a new connection.

SHOULD GO TO DEFENSE OF THE POLICYHOLDERS

Henry Swift Ives Calls Attention to Danger of Present Political Trend

GROWTH OF RADICALISM

Life Insurance Has Much at Stake and Will Be Affected by Socialistic Attacks

A plea for the continuance of safe and sane government in the United States and a warning against countenancing the reactionary and destructive element in politics, is voiced by Henry Swift Ives, secretary of the Casualty Information Clearing House of Chicago, an authority on insurance and economics, in "Credit", a business publication, for



HENRY SWIFT IVES
Secretary Casualty Information
Clearing House

October. He appeals to the millions who hold insurance policies to rouse themselves against the danger which threatens their investments and future success should the radical group in politics achieve power.

Life Insurance a Major Business

Dwelling on life insurance as a major business in the economic structure of the country, Mr. Ives says that:

"It is just as much the business of the institution of insurance to assist in the preservation of the institution of representative democracy as it is for it to safeguard and to maintain inviolate the sacred fiduciary trust which it has obligated itself to perpetuate for the protection of the people. It is just as much the business of the institution of insurance to guard its patrons, beneficiaries and subscribers against the invasion into the body politic and body social of destructive theories and mad fancies as it is for it to stand as a bulwark against suffering and misfortune. It is just as much the business of the institution of insurance to shield the funds with which it has been intrusted against the menace of confiscation by a class absolutism as it is to protect these funds against burglars and embezzlers. And it is just as much the business of the institution of insurance to erect a barrier against the wild march of the disciples of political and economic chaos as it is for it to adjust losses and pay claims. In each case

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PLAN JOINT MEETING

BIG ACTUARIAL CONFERENCE

Actuarial Society and American Institute to Meet Together at French Lick Nov. 6-8

For the first time in the history of the two organizations, the American Institute of Actuaries and the Actuarial Society of America will meet jointly for their fall gathering, the joint meeting to be Nov. 6-8 at French Lick, Ind. This will bring together all the actuaries in the country and for this reason the informal discussions will be of particular value. The Actuarial Society will hold its business session the first day and the American Institute of Actuaries on the third day, the second day being given over entirely to the joint sessions of the two organizations. The suggested topics for informal discussion cover the important questions now before the actuarial departments of the life companies and as actual company experience is asked in many cases, the annals of the meeting will be a valuable contribution to the profession. The complete program as worked out by the officers of the two societies is as follows:

Thursday, Nov. 6

9:30 a. m.—Meeting of council of Actuarial Society.

11:00 a. m.—Meeting of members of Actuarial Society for discussion of papers presented at May, 1924, meeting and such other business as may be in order.

Friday, Nov. 7

11:00 a. m.—Joint meeting, first session: Presentation of papers by members of both Institute and Society. Arthur B. Wood, president of the Actuarial Society, will preside.

2:30 p. m.—Joint meeting, second session: Informal discussion. Percy H. Evans, president of the American Institute, will preside.

7:00 p. m.—Members of both societies and their guests will dine together in the main diningroom of the French Lick Springs Hotel.

Saturday, Nov. 8

9:30 p. m.—Meeting of board of governors of the American Institute of Actuaries.

11:00 a. m.—Meeting of members of American Institute for discussion of papers previously presented and for such other business as may be in order.

Informal Discussion

- I. Disability:
 1. Are present gross premiums for disability benefits adequate? Is there a tendency for companies to interpret their contracts too liberally when the present scale of premiums is considered?
 2. To what extent should disability benefits be granted to women? Any experience? Would it be practicable to have benefits granted to single women cease at marriage?
 3. Approximate methods of valuation.
- II. Mortality, mortality investigations, special hazards, etc.:
 1. Has the time arrived when the American Men Ultimate Table might be more extensively used in connection with premium calculations, valuations and dividends? In the last five years how closely does the mortality at attained ages fifty and over correspond with the American Men Experience?
 2. What special rules are necessary in the underwriting of Chinese, Japanese and other non-Caucasian risks?
 3. Is there a suitable occupational code in existence for use in mortality and disability investigations?
 4. Aviation hazard. What is the present practice in regard to insurance of professional aviators, former professional aviators now engaged in other lines of business, and persons who occasionally ride in aeroplanes as passengers or who contemplate such trips as a flight across the English Channel? Are any statistics available by which to establish a substandard rating for any of the above classes?
- III. Annuities:
 1. Are the annuity tables derived from the new combined experience of British offices satisfactory as a basis for annuity premiums in America?
 2. Are present annuity rates likely to

MUCH INTEREST SHOWN

SCHOOL STARTS FALL TERM

Division of Life Insurance Salesmanship of University of Pittsburgh Opens With Full Enrollment

The fall term of the division of life insurance salesmanship of the University of Pittsburgh, which is the new name of the original and parent school formerly at Carnegie Institute of Technology, opened with a full enrollment of students representing 23 companies and coming from 16 different states and the province of Ontario. The same experienced faculty, under Director Charles J. Rockwell, is again in charge, and all four of the instructors are much impressed with the spread of the desire for a more professional equipment for life insurance service which is indicated both by the number of students and the wide area from which they have been drawn.

For the first time in the history of institutional education for life insurance men it was found necessary during the past summer to hold two summer terms of the world-famous Pittsburgh school in order to meet the demands made upon it. One term, beginning in June, was held at Chattanooga, Tenn., and the other at Kansas City, beginning in August. At both places enthusiasm to take the course exceeded the capacity of the class and it was with regret that many who desired to take the course could not do so.

Several cities are already in negotiation to secure the school for 1925. These are in sections where the greatest good to the greatest number can only be made possible by a local summer term, as it is the policy of Director Rockwell to extend the services of this famous school for summer terms to those cities where applicants could not, in large numbers, avail themselves of it otherwise.

Purchases More Property

The Western & Southern Life of Cincinnati has purchased another property in the same block in which the company's home office is located. The purchase made is a lot on Fifth street, one block from the company's office. A rooming house now occupies the lot. The purchase price was \$40,000. The company has no immediate plans for use of the new property. The Western & Southern has been making purchases over the last few years giving it control over a considerable portion of the block in which the company's office is located.

Carried Much Insurance

H. H. Kohlsaat, prominent Chicago publisher and editor, who died last week, and who was well known as the intimate friend of presidents and other public men, recognized the value of life insurance. Mr. Kohlsaat carried \$800,000.

prove adequate, having in mind the present tendencies in respect to interest rates and mortality among annuitants?

3. What mortality table gives the best basis for current quotations of rates for life annuities, refund annuities, deferred annuities and settlement options in life policies?

IV. Life insurance without medical examination:

What volume of this type of business is in force in the United States and in Canada? To what extent is it now being written in America? Has any experience been derived?

V. Life extension: Is re-examination of insured lives being carried on to any extent at present? If so, what effect has it on mortality experience of those companies which are engaging in it?

VI. General: 1. Should any steps be taken to have the word "actuary" officially defined in state laws or otherwise?

2. Is it desirable or feasible to have a joint examining board for any part of our examinations?

HOW INSURANCE TRUST PLAN WAS DEVELOPED

Advertising Manager of Central National Bank of Cleveland Tells of Its Work

SURFACE ONLY SCRATCHED

Says Trust Companies Have Moral Obligation to Help Preserve Life Insurance Estates

Robert J. Izant, advertising manager of the Central National Bank of Cleveland, O., spoke last week before the Financial Advertisers Association in annual convention at Richmond, Va., on "Development of Insurance Trusts." He said in part:

"Pity is, the insurance trust method of preserving a large part of the nation's wealth is not made as popular as new products, placed upon the market and heralded with outdoor bulletin boards, broadside and newspaper advertising. But to make popular an idea that should conserve the resources of the largest money reservoir available to the average salaried man or woman is an operation seemingly as difficult to accomplish as that of extracting the teeth of the man in the moon.

Educate Wives First

"Life insurance men tell us that their greatest hindrance in sales is wives. And we, on the other hand, stand at the threshold of the home saying that wives must be educated to the insurance trust idea, otherwise financial mismanagement will continue and wreckage will be precipitated through the years. The wonder is that we in banks should wait to be told these things by life insurance men.

"In 1922, the per capita savings of the United States was \$66.63. In 1923 this figure had increased to \$68.49. This shows an improvement of \$1.86 or 2.8 per cent. At this rate, we should be able by 1960 to double our savings because, as we have been told, and as we believe, it can be done. The frightful light in which these thrift statistics reveal us should in itself constitute a challenge to banks and trust companies to help preserve life insurance—that greatest single reservoir of capital.

"It seems to me that trust companies have a very real, moral obligation to pay more attention to the preservation of estates created by life insurance. And the best place to begin is at the fountain head—with the insurance fraternity.

How Cooperation Was Secured

"How to bring about the necessary cooperation, then, is the task. The Central National Bank of Cleveland already has insurance trust agreements under administration, agreements drawn a decade ago, and others more recently. This shows that early in the tide of thought on this subject we believed sufficiently in it as a safeguard for capital. More than three years ago we gave serious study to the subject of the funded insurance trust in such a way that insurance men naturally came to us seeking light upon the subject.

"Early this spring an opportunity came to secure not only the serious interest of the insurance men of Cleveland but their active cooperation as well. It was in the nature of an advertising campaign with the insurance agent playing a definite part. We asked insurance men individually for names of their policyholders who in their opinion would be able to buy insurance in large quantities. The task was none too easy. In certain quarters there were objections, in some, total indifference. But when we were ready to start our advertising campaign

New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

Write for information.

LaMonte Cowles, President

**NATIONAL
AMERICAN**
LIFE INSURANCE COMPANY
Burlington, Iowa

ACTUARIES

DONALD F. CAMPBELL
CONSULTING
ACTUARY
160 N. La Salle St.
Telephone State 7298
CHICAGO, ILL.

L. A. GLOVER & CO.
Consulting Actuaries
Life Insurance Accountants
Statisticians
29 South La Salle Street, Chicago

JOHNE. HIGDON (Actuaries & Examiners)
JOHNC. HIGDON 600 Gates Building
Kansas City, Mo.

FRANK J. HAIGHT
CONSULTING
ACTUARY
418-413 Hume-Mansur Bldg.
INDIANAPOLIS
Hubbell Bldg. DES MOINES, IOWA

FREDERIC S. WITHINGTON
CONSULTING ACTUARY
948-946 Insurance Exchange Bldg
Tel. Walnut 3781 DES MOINES, IA

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ues, etc., Calculated. Valuations
and Examinations Made. Policies
and all Life Insurance Forms Pre-
pared. The Law of Insurance a
Specialty.
Caldwell Bldg. OKLAHOMA CITY

J. H. NITCHIE
ACTUARY
1523 Association Bldg. 19 S. La Salle St
Telephone State 4992 CHICAGO

JULIAN C. HARVEY
CONSULTING ACTUARY
Chemical Building ST. LOUIS MO.

direct by mail we had more names than we could possibly use, and these were names not taken from directories, membership or rosters.

Three Advantages Seen

"Our friends in the insurance business reasoned along these lines: (1) They would be able to approach their prospective buyers with an indirect appeal, a method unfortunately greatly needed in their business; (2) here was an ideal way to approach wives, the common barrier to the success of insurance sales; (3), it would permit specialization on the part of qualified insurance salesmen having natural bent toward advising men and women on matters of tax laws as well as the laws of descent and distribution of property. In this way, a sales presence would be developed of far greater interest than that of backing up the hearse to a man's doorway, or in otherwise dealing in the purely sentimental phases of life and life insurance. And last, but by no means least, here was a banking institution willing to undertake an advertising campaign for the direct benefit of their business—a benefit accruing first to them and lastly to itself.

Participation Was Invitational

"Participation was invitational. 'Take it or leave it,' was our attitude; and we included certain mutual stipulations. We said that we could not relay to the company furnishing names any information relative to inquiries; and in return we made it perfectly clear that we would not expect nor would we want insurance men to influence trust business to the Central National Bank. Their lists were accepted with the confidence shown money deposits. In only one case did a general agent maintain hands-off attitude, but after our campaign had progressed five months the largest producer on his selling staff, inviting me to his club, asked for an opportunity to participate.

Campaign Outlined at Dinner

"Then we asked our friends in the insurance business in to dinner one evening. Had it not been for the fact that our vice-president in charge of the trust department presided, the most critical observer would not have suspected that it was a Central National Bank affair. Not the slightest reference was made to our campaign. Speakers who were invited guests from out of town—representatives of two trust companies and the vice-president of an eastern life insurance company—confined themselves to discussion of ideas, cases and incidents. The meeting was an inspiration and a challenge. We went away imbued with the idea that so far as the conservation of wealth is concerned, the surface of the job, in Cleveland at least, had not been scratched."

Easterling to Home Office

Crawford A. Easterling of Durham, N. C., has been appointed assistant to Vice-President T. F. Lawrence of the Missouri State Life, succeeding W. L. Randall. Mr. Easterling became an agent of the company in 1917, with the Marion Rich agency of Columbia, S. C., and was soon appointed agency supervisor by Mr. Rich, later becoming general assistant. As an assistant to the vice-president, he will have the responsibility of the sales service division and the publication of the company's bulletin.

GOSSIP IS SET ASIDE

NEW CONTRACT WITH STAHL

Is Made General Manager of the Farmers National Life of Chicago for Five Years

Believing that his 10 years of hard work for the Farmers National Life of Chicago entitled him to a period of less strenuous exertion, on July 1, 1923, President John M. Stahl passed to others a considerable part of the burden he had been carrying. While he has



JOHN M. STAHL
President Farmers National Life

spent the greater part of the time since in the office of the company in Chicago, both the directors of and he became convinced that he should again give to the Farmers National Life all his energy used in business—he regards his activity as the head of literary, artistic and economic organizations as recreation.

Is Elected General Manager

Hence at a special meeting of the directors, Oct. 18, attended by all the directors, by unanimous vote a contract for five years was made with him as general manager, it being impossible to make such a contract with him as president. However, as there is a voting trust of stockholders to elect only directors that will elect Mr. Stahl president, there is no question of his being re-elected each year to the position which he has held from the beginning of the company. As the full amount of his salary is to be paid him as general manager, he will not draw any salary as president, nor will his salary be any less should he not be re-elected president at any time. The directors not only wished to make sure of Mr. Stahl's services for at least five years longer, but they believed that the action they took is the best way to end the gossip that the company can be bought and the efforts of some to buy it. They wish it to be known most em-

MAKES GREAT STRIDES

NORTHWESTERN MUTUAL GAIN

Figures on Business for First Nine Months of Year Presented at Trustees' Meeting

MILWAUKEE, WIS., Oct. 21.—Figures covering the third quarter of the present business year were presented at the quarterly meeting of the trustees of the Northwestern Mutual Life here last week. A remarkable business gain is indicated. Total ledger assets of the company on Sept. 30 were \$601,128,946.60, which represents an increase during the last year of \$42,089,768.09. The total amount of insurance in force is represented by 851,292 policies for \$2,838,344,955. During this quarter insurance written amounted to \$80,173,325. Total claims, endowments and similar items paid to policyholders are listed at \$7,044,832.22 for the period.

For the first nine months of 1924, the amount of written business was \$274,859,626, representing 59,590 policies. This is an increase of \$16,304,767 over the same period last year. During this same period, total payments made to policyholders are recorded as \$49,816,063.14, including \$17,924,031.80 in dividends, or an increase of \$4,640,390.70 in excess of that during the same period of last year. Total taxes paid by the Northwestern Mutual the first nine months of this year amounted to \$2,673,270.70 or an increase of \$399,594.92 over those paid the first nine months of 1923.

phatically that the company cannot be bought.

Quite a number of important matters were acted on at last week's meeting and every vote was unanimous. It is a remarkable fact that while more than 400 votes have been recorded at the meetings of the stockholders, directors and executive committee during the life of the company, every vote was unanimous. The harmony and unity of purpose is certainly shown in a remarkable way by this fact that there has never been a vote of stockholders, directors, or executive committee in the history of the company that was not unanimous. It was by unanimous vote that Mr. Stahl was given such authority and power and control of the company, that there could be no object in outsiders owning the company, even if they could get a majority of the stock and which has been made as nearly impossible as anything human can be.

President and General Manager Stahl expects to be on his Farmers National Life job "two rows wide" by Jan. 1 next. It is a joke in the offices of the company that the date of this will be decided by the weather and the visits of literary and other artistic celebrities to Chicago. When the weather makes automobiling to lose its appeal to Mr. and Mrs. Stahl, and the Allied Arts Association, of which Mr. Stahl is the founder and president, is called on to entertain artistically famous people, the president and general manager of the Farmers National Life will, in the opinion of his associates, be in Chicago seven days a week.

WILL BUY LIFE INSURANCE STOCK

to aid company in need of financial assistance in case of impairment, or for purposes of expansion. Or I will buy controlling interest and need not disturb present management if competent. Will deal with principals only. Correspondence strictly confidential and you will deal directly with principal who is financially responsible. Address K-73, National Underwriter.



The Emblem of Supremacy

The Company is Right

The Right Man in The Right Place with The Right Company

Assures Success

National Life Insurance Company of the U. S. of A.

ALBERT M. JOHNSON, President

Is **Old Enough** (established in 1868)—

Is **Large Enough** (with \$160,000,000.00 in force) to meet every insurance buyer's test, but not so OLD nor so LARGE but what we take a direct personal interest in every man in our organization.

The General Agency contract offers an opportunity for immediate profit-making from Agency Organization Development.

The policies are all standard forms with especial privileges to induce sales.

A Policy for Every Need:

The Five Point Complete Protection policy pays for Accident, for Sickness, Permanent and Total Disability, Old Age Income Benefit, Double Indemnity.

The Place is Right:

The open territory in the East—South—and Middle-West is just waiting for the right man—the possibilities are there—the transportation—the industries—the buying power—the insurance needs.

Are You the Right Man?

Are you YOUNG ENOUGH to have a FUTURE, and OLD ENOUGH to know that it is sticking to one thing that brings success?

Are you ambitious enough to want to build something for yourself?

Are you patient enough to pay the price in personal effort to achieve results?

Tell us what you want to do and we will tell you how we can help you do it.

ADDRESS:

Robert D. Lay

Vice-President and Secretary

or

Walter E. Webb

Vice-President

29 So. La Salle Street, Chicago, Illinois
CHICAGO'S OLDEST AND STRONGEST COMPANY
A Fine Old Company for Ambitious Young Men

Where Service reigns
Supreme



The Reinsurance Life
Des Moines

H. A. HOPF & COMPANY

MANAGEMENT ENGINEERS

*Specializing in Advisory Work for
Insurance Companies*

Organization Equipment Standardization
Methods Personnel Modern Office Planning

Main Office—40 Rector St., New York
Western Office—327 S. La Salle St., Chicago

Seven Years of Steady Progress

The International Life and Trust now wants a representative in your district. It is an old line legal reserve company with a record to be proud of. To represent this dependable company is to represent a pillar of safety in the life insurance business. You are assured of a maximum degree of intelligent co-operation. Write us at once for an agency. We have the means of assuring you of a successful career in the life insurance business.

International Life & Trust Company

MOLINE, ILLINOIS

J. O. LAUGMAN, President

DR. ANDREW JOHNSON, Secretary and Medical Director

THE OLD LINE CEDAR RAPIDS LIFE INSURANCE CO.

A GOOD WESTERN COMPANY

CEDAR
RAPIDS

Up-To-Date Policies Liberal Contracts
Iowa, South Dakota, Minnesota, Nebraska

IOWA

Life Insurance Company of Virginia

RICHMOND, VIRGINIA

Issues the most liberal forms of ORDINARY Policies from \$1,000.00 to \$50,000.00 with premiums payable annually, semi-annually or quarterly, and INDUSTRIAL Policies from \$12.50 to \$1,000.00 with premiums payable weekly.

JOHN G. WALKER, President

ARRANGEMENTS MADE

AD MEN COMPLETE PROGRAM

Announce Some Changes in Final Plans
for Conference at Pittsburgh
Next Week

NEW YORK, Oct. 21.—The completed program for the Insurance Advertising Conference, which will be held in Pittsburgh next week, Oct. 27-28, shows several changes from the previous published program. The address of welcome will be given by Edward A. Woods, general agent for the Equitable Life of New York at Pittsburgh. F. W. Floyd of the Provident Mutual Life will take the place of President Edward A. Collins in the discussion on direct mail advertising. The award of the Holcombe trophy, the gift of John H. Holcombe, president of the Phoenix Mutual Life, has been changed to the first day's luncheon instead of the second day. The address on "Anything That Can Be Sold by Mail," by John H. Wright, editor of "Postage," which was scheduled for the first day, will be included in the afternoon program of the second day. The speaker at the Tuesday luncheon will be Homer J. Buckley, president of Buckley-Dement Company of Chicago, who will take as his subject, "Turning Cold Prospects Into Live Leads." Mr. Buckley is president of the Chicago Advertising Council and chairman of the postal committee of the National Advertising Commission. The remainder of the program will be as previously scheduled and the two days' sessions will be filled with wealth of constructive material on insurance advertising. The banquet on Tuesday evening will close the conference.

SHOULD GO TO DEFENSE OF THE POLICYHOLDERS

(CONTINUED FROM PAGE 3)

the duty is similar; in each case the obligation is certain."

Attacks Are Deplored

Continuing, Mr. Ives says: "I need not detail the character of the struggle in which the patriotic people of this country are engaged to maintain and to perpetuate our free institutions and to preserve the economic stability of the nation. The recent strikes, the revolutionary doctrines promulgated by certain self-serving labor charlatans, and the attacks on the integrity of the United States Supreme Court, are only a few of the anti-democratic manifestations which confront us all. Many of those engaged in the business of insurance in their private capacities as citizens have deplored this situation, but I doubt if many have examined it from the

viewpoint of their positions as executors of the national insurance estate.

Phase of World Movement

"At the first intimation of legislation directly affecting the enterprise in which we are jointly engaged, we jump into the arena with commendable vigor. What is transpiring, however, within our comparatively narrow orbit is only a single phase of the wider world movement directed towards the return of monarchy under the guise of class absolutism, and the snuffing out of the candle of individual achievement.

Should Fight for Policyholders

"The time has come for the insurance interests of America to unite and fight for the protection of the millions who have trusted them. The time has come for the insurance interests of America to stand as a barrier between these millions, together with the billions of property which they have acquired and which insurance protects, and the rising tide of reactionary and destructive economic theory. The time has come for the insurance interests of America to make the struggle to maintain the stability of truly representative democracy their struggle, and the contest to preserve personal and property rights as guaranteed by the constitution, their contest.

"The time has come to construe the insurance contract as a pledge for the defense of civilization. If this contract means anything it means that the trustees under it must carry out all of its implied warranties with loyal zeal. The issues are precise and clearly defined. There is no evading the obligation if we would fulfill in ample measure the liabilities which we have assumed."

Warning Is Sounded

A warning to America is sounded by Mr. Ives in these words:

"The bonds of Russian industries are valueless because the government which gave value to the property pledged has collapsed. The German mark is worth no more than the paper square which represents it because in that country the only sovereignty is that exercised by a debt. And for the same reason Russian pre-war insurance contracts are but a memory and those of Germany consist only of futile words."

In conclusion Mr. Ives says: "It is quite as essential that the insuring public be protected against wild-cat government as it is that this same public be protected against the investment of insurance trust funds in wild-cat enterprises."

Equitable Life's Chicago Figures

The Equitable Life of New York shows a gain of \$5,300,000 for the first nine months in the Chicago department, over the similar period of last year. The total business for the nine months amounted to \$37,640,852. The paid for business in September amounted to \$3,603,000. Every agency has shown an increase and is above its pro-rata quota.

TEN YEAR FIGURES SHOW LAPSE WASTE HAS BEEN HEAVY IN CANADA

THE subjoined figures show the operations of United States life insurance companies in Canada from 1913 to 1923 inclusive. The figures at once show the tremendous volume written and the waste incurred through lapsation. The percent of lapses and surrenders to new issues is not less than 27 percent in any case and for several it is over 50 percent. A report by companies showing the operations of each is as follows:

	New Business Paid for	Lapsed	Surrendered	Paid for Surrenders	Lapses and Surrenders to new Issues	Gain in Insur. In Force	Gain to new Issues
	\$	\$	\$	\$	%	\$	%
Aetna Life	51,713,560	11,923,015	7,120,483	1,672,726	36.82	25,561,823	49.41
Equitable, N. Y.	32,846,556	9,367,925	6,576,722	1,914,365	48.54	8,797,614	26.78
Metropolitan	385,554,348	117,304,931	29,649,090	6,854,615	38.11	241,423,476	62.61
Mutual, N. Y.	62,017,747	10,724,314	13,704,483	4,783,979	39.39	27,152,633	43.78
N. Y. Life	161,890,132	37,160,467	17,176,525	5,824,344	35.77	75,245,364	49.53
Prudential	132,414,703	32,774,696	4,380,758	1,758,195	27.68	79,732,202	60.21
State Life	1,276,898	119,500	588,466	121,767	55.44	143,877	11.27
Travelers	86,118,885	20,490,580	6,634,580	874,257	31.49	55,324,066	64.22
Union Mutual	7,901,100	1,924,427	2,354,500	804,075	54.16	888,014	11.23
United States	589,000	369,500	404,272	123,298	131.39	—642,707	—109.12

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - - \$24,000,000.00

Bankers Life Insurance Company,
Lincoln, Nebraska.

Gentlemen: Your State Agent, Mr. J. L. Wylie, has handed me your draft for \$1,820.30 in settlement of the cash value of my maturing policy No. 14583 in your company, twenty payment life.

I am very well pleased with this settlement since I have paid in \$1,382.60 in twenty years; have had \$2,500.00 protection for twenty years for nothing and now you pay me in cash \$1,820.30, being \$427.70 more than I have paid in.

I wish I had taken \$5,000.00 instead of \$2,500.00 as I could greatly appreciate the difference in settlement at this time. I want to say that I believe in insurance, having taken out \$20,000 additional insurance two years ago as an investment for my surplus earnings at that time.

I will be glad to recommend your good company to any one needing protection.

Very truly yours,

JAMES H. SHOUSE.

Muskogee, Okla., February 7, 1924.

TWENTY PAYMENT LIFE POLICY
DEFERRED DIVIDEND
TWENTY YEAR SETTLEMENT
Matured in the
OLD LINE BANKERS LIFE INSURANCE
COMPANY
of Lincoln, Nebraska

Name of insured.....James H. Shouse
Residence.....Muskogee, Okla.
Amount of policy.....\$2,500.00
Total premiums paid.....1,392.60

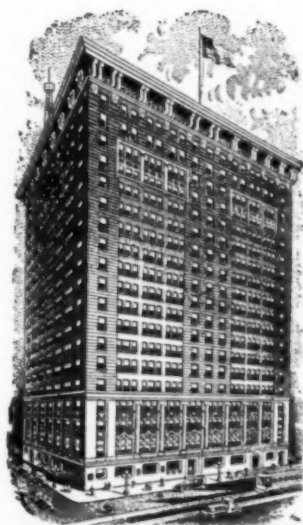
SETTLEMENT

Total cash paid Mr. Shouse.....\$1,820.30
And twenty years insurance for nothing.

If interested consult one of our agents or write
Old Line Bankers Life Insurance Co. of Nebraska, 14th and N Streets, Lincoln, Nebr.

Story of the INTER-SOUTHERN LIFE

Picket's Charge at Gettysburg



INTER-SOUTHERN LIFE BUILDING,
OWNED BY THE COMPANY

The world will never forget Picket's charge at Gettysburg made by the youngest soldiers in the world, but the boys lost.

How old does a salesman have to be before his usefulness is ended? We hear of the burned-out salesman; we are always hearing of the salesman who cannot come back. We have met the salesman who has sold everything some time in his life. Are these salesmen useless, either on account of age or on account of their miscellaneous vocations?

EVERY MAN A SALESMAN

The best equipped man from every point of view is the best salesman. Any of these salesmen can come back if they are well equipped. Lack of information, energy, ability and integrity is equally a drawback to the old

salesman and the young. The old salesman who had all of the necessary qualifications is still on the job somewhere. It must be admitted, however, that the young, vigorous, well qualified salesman is doing the business of the world today, and doing it more economically than the old fashioned salesman. Many an old salesman is not old fashioned. Most of them have kept up with the spirit of the times. However, young salesmen may be more economical per unit of energy expended. The battles of the world have been won by young men with their seniors in the saddle. The right way is forever in the seeking, but it may be admitted that the old salesman and the young salesman is each necessary and proper in his respective sphere of activity. We are deeply interested in both, and have no prejudice against either.

STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911	\$ 326,508.78	\$ 3,182,597.00	\$ 271,952.37
1914	1,719,228.64	15,088,585.00	930,680.98
1916	4,506,612.89	36,260,222.00	4,396,139.55
1918	4,664,170.30	37,000,000.00	4,542,698.10
1919	4,820,779.76	37,800,000.00	4,803,670.12
1920	5,494,297.54	45,569,851.00	5,386,694.08
1921	6,143,069.31	57,901,271.00	6,045,958.52
1922	6,873,447.45	59,204,201.00	6,773,280.06
1923	7,371,274.27	62,591,398.00	7,332,928.21
1924	10,464,497.66	88,502,568.00	10,391,747.71
1924 (Sept.)	11,100,000.00	94,500,000.00	10,620,000.00

INTER-SOUTHERN LIFE INSURANCE COMPANY

Eighteenth Year

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

IS A GOOD COMPANY

There Are Several of Them

Are you looking for a good general agency opening where the future will be just as big as you can make it?

We have several of them.

If you are the man for one of these openings, we will back you up with a good contract, good commissions, good policies and a thorough training course, so that you will have an opportunity to make good in an exceptionally short time.

Openings in Ohio, Pennsylvania, West Virginia, Kentucky, Illinois, Indiana and Michigan. Is your state listed? Write to us.

H. M. MOORE, Vice-President

THE CLEVELAND LIFE INSURANCE COMPANY

WM. H. HUNT, President

Home Offices

Cleveland, Ohio

A Policy You Can Sell

A \$5,000 Policy In *THE UNITED LIFE*
and *ACCIDENT INSURANCE COMPANY*

PAYS

\$5,000, the face of the policy in case of death from any cause.

\$10,000, or DOUBLE the face of the policy, in case of death from any ACCIDENT.

\$15,000, or THREE TIMES the face of the policy in case of death

from certain SPECIFIED ACCIDENTS.

\$50 PER WEEK, direct to the insured, in case of total disability as a result of accidental injury, for a period not to exceed 52 weeks; and after that \$25 PER WEEK throughout the period of disability.

A Sound, Conservative
New England Institution

United Life and Accident Insurance Company

Home Office, United Life Bldg.
Concord, N. H.

CLARENCE DALY'S OUTLINE OF PROBLEMS THAT CONFRONT THE NEW COMPANIES

CLARENCE J. DALY, president of the Capitol Life of Denver, in his paper before the American Life Convention in New Orleans, created much merriment by some preliminary remarks that he made regarding the organization of companies. He presented an outline which, he said, probably includes some of the general problems usual to all companies. It is based on the assumption that there is no company to start with, and one must be promoted, and then the management must follow along in sequence the problems which come up. In this connection President Daly said:

The first major problem is inspiration, and under this heading we are confronted with such questions:

- What will the harvest bring?
- (1) Shall it be glory, fame and splendor?
- (2) Shall it be profits, dividends and surplus additions?
- (3) Shall it be quick commission with no liability?
- (4) Shall it be a brief splurge, with consolidation plums ahead?

Next comes promotion, which leads us to inquire:

- (1) Why the decision?
- (2) What the scope?
- (3) Where the field?
- (4) Which the method?
- (5) Who the machinery?
- (6) When the cost?

Organization must follow promotion, and this problem resolves itself into a study of:

- (1) Stockholders—Two classes (the interested; the uninterested).
- (2) Officers—Two kinds (commissioned; non-commissioned).
- (3) Board of directors—Quorum of essentials; surplus of non-essentials.
- (4) Committees—Standing, sitting, working.
- (5) Employees—Full time workers, part time workers, non-workers.

Acquisition—Now we have reached the real problem, and for convenience of discussion we will divide it into six headings:

1. Policy—Participating, non-participating, both non.
2. Quality—Sub-standard, standard, super-standard.
3. Quantity—Some business, more business, much business.
4. Contracts—Regular and usual, irregular and unusual, some of each.
5. Territory—Here, there, everywhere.
6. Expansion—Gradual, rapid, both.

And then comes production, that problem which gives us so little concern. It involves:

1. Plan—Branch office or salary, branch manager salary and bonus, district manager salary, bonus and commission; state manager salary, bonus, commission and allowance; general agency, salary, bonus, commission allowance and advance.
2. Contracts with Agents—Uniform, non-uniform, assorted.
3. Sales Department Manager—Able, capable, unable, disabled.
4. Agents or Producers—What are they? Why are they? When are they? Where are they?
5. Supervision—Management, unmanagement, mismanagement.
6. Increase—Addition, subtraction, multiplication, division.

And when we finally reach the problem of finance, that most interesting of all, we will consider it under investment, income and expenses.

Investment, which interpreted means placing the funds and funding the places, also includes:

- (a) Mortgages—Praised, appraised, unappraised.
- (b) Bonds, Stocks, Warrants—If speculative, as speculative, when speculative.
- (c) Policy Loans—Automatic, problematic, idiotic.
- (d) Premium Notes—Reserve as security, no security in reserve.
- (e) Agent's Accounts—Charge up, charge down, charge off.
- (f) Real Estate—Closed, disclosed, foreclosed.

- (g) Home Office Building—Cost value, sale value, statement value.
- (h) Collateral Loans—Too much collateral, too little collateral, no collateral at all.

Our income is derived from such sources as:

1. First Year Premiums—Nets, nits, nots.
2. Renewal premiums—Collection before first year, collection after first year, collection at same time.
3. Interest—Due, past due, done.
4. Other income—Nominal, inconsequential, insufficient.

Expenses, while not a great problem, nevertheless deserve some consideration along with the others, and in this connection we will therefore take first:

- a. Salaries—Earned, unearned.
- b. Rent—Petty larceny, grand larceny.
- c. Taxes—Reasonable, unreasonable.
- d. Interest—Usual, usury.
- e. Inspections—1. Retail credit; 2. Wholesale credit; 3. complete credit.
- f. Medical—Microscopic fee, slightly visible fee, full visibility fee.
- g. Advertising—Regular periodicals, convention periodicals, special periodicals.

International Shows What Leaders Earned

A RECENT issue of the "International Lifeman" contains an article entitled "What Has Been Done vs. What You Can Do." It very forcefully and pointedly drives home the fact that life insurance men are the makers of their own destiny, that hard and persistent work begets success. In the article the company quotes some interesting figures taken from its annual report to the collector of internal revenue at Washington for the year 1923. It compares the first 25 salesman on the list. The commissions ranged from \$7,162 to \$46,759.

The youngest of these men in point of service has been with the company seven months, the oldest for 13 years. The grand total of first year commissions paid the 25 was \$287,840, and \$77,553 in renewal commissions. The average length of service was four years, average first year commissions \$11,513, and average renewal premiums \$3,102, making their average income \$14,615.

"Do you know of any other business or profession where one could earn this amount at the end of five years' service," the "Lifeman" asks, "and then have the privilege of retiring and continuing to draw an income of \$3,102 in renewal commissions each year for a period of nine years?"

Some of the examples cited were:

Went with Company	1st Year commissions	Renewal commissions
May, 1923	\$ 7,162	None
Oct., 1921	8,185	817
March, 1911	6,000	6,500
1913	25,000	19,000
1915	41,000	14,400
Not given	3,585	4,023
Not given	4,417	7,766

Receives \$333,000 on "Bigger" Day

While President A. C. Bigger was away from his office on an eastern trip, the officers of the American Life Insurance planned a celebration of his birthday, Oct. 6. A number of letters were written to the company's agents making a special appeal for applications on "Bigger Day."

At the same time home office employees arranged a surprise party and on his birthday Mr. Bigger was escorted to one of the spacious verandas of the home office building where complimentary toasts were offered by various department heads and friends. One of the delightful surprises of the occasion was the presentation to Mr. Bigger of applications aggregating \$333,000 representing receipts for that day.

The annual agency convention of the Aetna Life's Indianapolis branch, life department, will be held Oct. 28-29. A number of home office representatives will be present and Manager Paul W. Simpson is working up a very interesting program.



A POLICY YOU CAN SELL WITH PROFIT

No, this is not an invitation for you to leave your own company, but just a suggestion to make your time yield more profits under our plan of improved brokerage service in branch offices.

The Champion Income Accident policy is just one of the liberal, up-to-the-minute accident policies offered by us—it is a silent partner to the man dependent upon his efforts for his income and *appeals to every prospect.*

This policy with its distinctive provisions is indicative of the progressive spirit inherent in all lines of protection offered by this company—Life, Accident, Health, and Group. Under our plan you can place with us profitably (because all commissions on such business placed with us belong to the broker) business in the following lines:

Accident Insurance

—accident, health, and income accident

Group Insurance

—life, accident and sickness

Life Insurance

—substandard and surplus business

What Our Branch Office Service Means to You

Extremely liberal first year commissions and 9 guaranteed non-forfeitable renewals, on all life business you place with us regardless of volume.

Awards and honors on same basis as offered to our regular agents—in 1925 a trip to Cuba at our expense is open to you.

Expert advice and assistance on surplus and substandard life, accident, and group insurance.

Business handled either on a contract or a one-case agreement basis.

Prompt action and liberal underwriting rules.

Write us for Further Details

MISSOURI STATE LIFE INSURANCE CO.

HOME OFFICE, SAINT LOUIS

M. E. SINGLETON, President

LIFE ~ ACCIDENT ~ HEALTH ~ GROUP

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTION FOR THE ENTIRE FAMILY

This Company issues all modern forms of policy contracts from age 3 months next birthday to 60 years.

Industrial policies are in full immediate benefit from date of issue. Ordinary policies contain a valuable Disability clause and are guaranteed by State Endorsement. **GOOD CONTRACTS FOR LIVE AGENTS**

Executive Offices, No. 506 Walnut Street, Philadelphia, Pa.

BASIL S. WALSH, Pres. JOSEPH L. DURKIN, Secy. JOHN J. GALLAGHER, Treas.

THE PEERLESS LIFE INSURANCE COMPANY OF KANSAS CITY, MISSOURI

WANTS GENERAL AGENTS FOR HANNIBAL, KIRKS-
VILLE, CHILLICOTHE, ST. JOSEPH AND ROCKPORT

LIFE ACCIDENT HEALTH

American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.
President

SHEARN MOODY,
Vice-President

W. J. SHAW,
Secretary

FINANCIAL STATEMENT JUNE 30, 1924

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 1,104,974.53	Net Reserve (American Ex- perience Table, 3 & 3 1/2 %) \$15,035,159.00	
Mortgage Loans (First Lien on Real Estate)	6,516,988.75	Reserves for Death Losses in Process of Adjustment or Adjusted and Unpaid.....	181,813.00
Collateral Loans	25,000.00	Reserve for Taxes and De- preciation	143,694.88
Loans to Policyholders (On this Company's Policies) ..	1,816,922.97	Miscellaneous Liabilities	215,058.45
Bonds	6,876,681.55	Capital Stock ...\$1,000,000.00	
Cash in Banks	1,416,770.99	Assigned Fund and Surplus .. 2,007,582.98	
Certificates of Deposit (De- mand)	24,844.00	Surplus Security to Policy- holders	3,007,582.98
Interest Due and Accrued... \$75,273.54			
Deferred and Uncollected Premiums (Net)	376,012.00		
Total Assets	\$18,532,408.31	Total Liabilities	\$18,532,408.31

GAINS MADE DURING FIRST HALF 1924—

Increase in Insurance in Force.....	\$16,722,438.00
Increase in Admitted Assets.....	1,462,819.82
Increase in Surplus Security to Policyholders.....	138,411.63

INSURANCE IN FORCE JUNE 30, 1924 \$281,769,842.00	TOTAL PAID POLICYHOLD- ERS SINCE ORGANI- ZATION— \$15,985,639.37	ADMITTED ASSETS \$18,532,408.31
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Ordinary Life, Industrial Life & Accident Insurance to Meet the Requirements of Every Insurable Person.

HOME OFFICE BUILDING

Operates in Twenty-one States and the Republic of Cuba
Gross Income Averages, \$726,612.00 per Month

DIRECT MAIL ADVERTISING

by our plan gets over
50,000 definite pros-
pects every year for our
salesmen.

BANKERS LIFE COMPANY

Des Moines, Iowa

GEO. KUHN, President

LIFE INSURANCE DECISIONS OF YEAR REVIEWED BY WILLIAM ROSS KING

IN the special edition of THE NATIONAL UNDERWRITER covering the meeting of the American Life Convention, only a portion of the review of the legal division of the year given by William Ross King, editor of the Legal Bulletin of the Convention, was included. Other cases reviewed by Mr. King were as follows:

Dishonored Check the Subject of Much Controversy

Turning to some current decisions on other than tax matters: The case of Philadelphia Life vs. Hayworth, 296 Fed. 339, decided May 31 by the circuit court of appeals, 4th circuit, brings up a question upon which there has been a considerable number of decisions unfavorable to life insurance companies—decisions which I submit are unsound.

Quite a considerable number, if not a majority, of the decisions are to the point that the payment of a life insurance premium by a check or draft subsequently dishonored is an unconditional payment and if death occurs before dishonor, the insurance is in force. The rule applicable to commercial paper and debts generally is admitted—that payment by check is conditional upon the payment of the check. But the courts which hold against life insurance companies do so on the theory that a life insurance premium is not a debt; hence the general rule does not apply.

Reasoning in Certain Cases Is Questioned

Now the trouble is not so much with the premise as with the deduction made by these courts. The real question is whether the check or draft constitutes payment whether it be a debt or not. A leading case unfavorable to the companies is the case of Mutual Benefit Life vs. Chattanooga Savings Bank, decided by the supreme court of Oklahoma, 150 Pac. 190, L. R. A. 1916, A. 669. In that case, as in most of the cases where the question arises, the bank on which the check was drawn, failed, so that as far as the insured and insurer were concerned they were equally blameless. The court says in that case: "When the premium was not paid in cash the insurer then asked for payment, part by note and part by personal check. When this request was complied with the insured was required to substitute a bank draft for the personal check. This was done and the company acted as if it were satisfied with the payment. We believe it was. At any rate it must be held as a matter of law to have been satisfied with it. This conclusion is reached in view of the fact that the insured acted in good faith in making settlement in the manner requested by the insurance company."

Is this reasoning sound?

Our Nebraska court has applied the general rule that the remittance of a check or bank draft is not unconditional payment until the check or draft has been received, presented and honored, to the payment of a life insurance premium. Other decisions are found in L. R. A. 1916 A. page 674, note.

Incontestable Again Claims Its Share of Litigation

The subject of the incontestable clause has been discussed on numerous occasions before the legal Section, but as there has been a large number of decisions on it during the year, brief reference is made to this much litigated point.

The decision of the Supreme Court in the Hunri Packing Company case, decided Nov. 12 last year, 44 Sup. Ct. 90, only goes so far as to hold that an insurance company must take some action in the nature of a contest where fraud is discovered within the contestable period. The decision expressly reserves judgment where the incontestable clause contains the words "in force." And it does not decide whether or not the company must take affirmative ac-

tion by bringing a suit to cancel the policy as did the court of appeals below.

In Northwestern Mutual Life vs. Pickering, 293 Fed. 496, decided Oct. 25, 1923, the circuit court of appeals, 5th circuit, in dealing with a suit by the beneficiary, held that the company should have brought a suit to cancel; that a "contest" imports litigation, the invoking of judicial sanction to cancel or prevent the enforcement of the policy. This same court consistently held the same way in a suit by the insurer to cancel a policy (Jefferson Standard Life vs. McIntyre, 294 Fed. 886, decided Dec. 18 last).

Generally Hold Companies Must Institute Action

The supreme court of Minnesota has held in two cases directly contra, both being suits in equity to cancel policies. Mutual Life vs. Stevens, decided Nov. 30, 1923, and Indianapolis Life vs. Aaron, decided March 14, 1924.

In most of the cases the companies have "contested," so far as court action was concerned, by pleading the fraud as a defense on the policy after the period was up. Missouri State Life vs. Cranford, 257 S. W. 66 (Ark.) Humpston vs. State Mutual Assurance, 256 S. W. 438 (Tenn.) Frierman vs. Eureka Life 124 Atl. 171 (Pa.) Rucker vs. Illinois Life, (Mich.)

The supreme court of Illinois has again passed upon this question last June and in a carefully considered opinion the Illinois court holds that the insurer must take the initiative in settling the issue of fraud raised by its notice of cancellation, Pomer vs. Mutual Life of New York. This was a suit on a policy, however.

In short, wherever the company has failed to bring a suit to cancel and relied upon the defense when suit is brought, the courts have held that they took the wrong course, that is, that suit to cancel was necessary and a notice of cancellation insufficient. In Minnesota, where suits to cancel have been brought, they have not been entertained, but the circuit court of appeals, 5th circuit, has upheld such action by the company.

Delivery in Good Health Debated in Several Cases

Where an application for life insurance does not provide specifically that the contract is to be completed and in effect only by the actual delivery of the policy and the payment of the premium, the contract may be consummated by the issuance of the policy and the act of mailing it with unconditional instructions for delivery to the soliciting agent. But the actual delivery of the policy to the insured is generally essential where expressly made so by the terms of the application.

Whether the application can be construed as an express provision requiring delivery sometimes is an open question. In the recent case of Coci vs. New York Life, 99 So. 871, decided by the supreme court of Louisiana, it was held that an application providing for delivery in good health, but where the premium had been paid at the time the application was taken, did not require actual delivery of the policy. Insurance was in force from the time the policy was mailed from the home office.

One Case Held Mailing Did Not Effect Delivery

The supreme court of Georgia has extricated itself from this difficulty. In the case of Reserve Loan Life vs. Phillips, 119 S. E. 315, decided Oct. 15, 1923, the policy provided, "I hereby agree that this policy shall not take effect unless I am alive and in good health at the time of its delivery to me." The policy was mailed to an agent but before it was delivered the applicant suffered a fatal injury. The Georgia court, although of the opinion

that actual delivery was not essential notwithstanding the provision for delivery in good health "to me," holds that constructive delivery did not, in fact, take place. Constructive delivery by mailing a policy to an agent requires that it be sent with unconditional instructions for delivery. The instructions on account of the delivery in good health clause in the policy were not unconditional. Judgment for beneficiary was reversed.

In a recent Texas case it has been held that no special instructions to the

agent are required when the contract calls for delivery in good health. *Hines vs. Kansas City Life*, 260 S. W. 688.

This reasoning, however, would not prevent a recovery in case the policy was mailed direct to the applicant. As the dating back of the policy is, in most instances, purely a fiction to give the applicant the lower rate and not for the purpose of extending coverage instantaneously in the case of fire insurance, a delivery in good health clause ought to be given effect and to prevent a constructive delivery of the policy.

CALLS STRAIGHT CANVASSING BEST PLAN FOR INDUSTRIAL LIFE MAN

THAT straight canvassing is the basis for success in industrial life insurance is the firm belief of H. Thomas Head, assistant secretary of the Western & Southern Life of Cincinnati. He has demonstrated its possibilities in his own experience and insists on its use by the men of his company.



H. THOMAS HEAD

When Mr. Head first entered life insurance work 26 years ago, he was anxious to become a salesman, but found objections to the various lines that he was considering. He finally decided that life insurance filled his requirements in every essential particular. The need was permanent, the financial returns were limited only by one's willingness to work and a few blocks of territory surrounding one's own home offered an absolutely inexhaustible field. He, therefore, applied to the superintendent of an industrial life company for a position.

The company consented to his being placed on a debit, on the superintendent's recommendation, but he didn't want a debit; he was going into the life insurance business to stay for life and to build a future in the business. He wanted to qualify by knowledge and experience for any position that the future might offer, so he wanted to learn the business from the ground up; he wanted to start in as a straight canvasser.

New One on Superintendent

This was a new one on the superintendent. The average applicant wanted a debit, and the bigger the better, but here was a man who wanted to learn to sell life insurance and not merely to collect life insurance premiums. He knew that collectors weren't paid much and that salesmen were. If he couldn't sell life insurance he wanted to know it, and the sooner the better. If he could sell it, he knew that his future was assured as long as he was willing to work.

There were no straight canvassers in that office, so the company's permission had to be obtained before the superintendent could start a straight canvasser. This was in May. The new agent laid out a section of the city about six blocks square and determined to restrict his canvass to this territory absolutely. So determined was he on this point that if he got a prospect who lived outside the limits of that territory he turned it over to the superintendent. At the end of the year he led the district in increase.

Wanted Straight Canvassing Assistance

At the beginning of the next year an assistant was promoted to superintendent and his straight canvassing agent

was offered the assistantship thus made vacant, but he didn't want that kind of an assistantship. He wanted a straight canvassing assistantship if the company would consider it. The superintendent tried to discourage the idea. "It would be all right," he said, "if you could get men who were willing to canvass like yourself, but the average man doesn't realize the possibilities of canvassing to the same extent as you do. However, I'll see what the company will do."

The result was that the company added a straight canvassing assistantship, starting with one agent, and after training him, added others until there were four agents. The new straight canvassing assistant finished second in the company's entire field in industrial increase at the end of the year with a "bang-up" ordinary record, having only two finals during that time, and the next year with his four agents was first in the field in joint results, having promoted four agents during the year and having no finals other than for promotions. The assistant who finished ahead of him had eight agents and no promotions.

Success Vindicated Method

During this period of between two and three years his faith in straight canvassing was demonstrated and vindicated. His appointment to a superintendency followed, and the same uniform success followed his career in this higher position as he had attended him from the beginning, because as a superintendent he insisted that the assistant superintendent and agents of his district follow the same plan that he had found so uniformly and infallibly successful.

"The man who straight canvasses regularly, continuously and intelligently in a given territory, and follows up his canvass with night calls, will get the business," he says, "because he uses the method which cannot fail. Straight canvassing and back calls never failed and never will." He has always maintained leadership for those under his supervision by insisting on regular, continuous straight canvassing with back calls at night.

"It is the only system," he declares, "through which an agent, assistant superintendent or district can hope to be permanently successful in our business. The successful field man or superintendent can only maintain his position through the time-tested method of straight canvass and night calls, and those who are unsuccessful will find it the only sure way to overcome any and all difficulties and attain success."

Name International L. & T. Directors

M. J. Dorsey, Texarkana, Ark., E. F. Nelson, St. Louis, E. G. Fraser, Davenport, and A. A. Lea, Denver, were chosen directors of the International Life & Trust of Moline, Ill., by stockholders at a special meeting last week. Mr. Dorsey is manager of the company. The election of a president to succeed J. O. Langman, resigned, will be held soon, it is said. By-laws were amended at the meeting to make less stringent the requirements of eligibility to executive positions of the company and the state rules alone govern the election to these places now.

We write a complete line of policies—age one to sixty-five. We have all the modern features of life insurance.

General Agency Openings In

MICHIGAN: Dowagiac, Hillsdale, Adrian, Jackson, Ann Arbor, Pontiac, Traverse City, Bay City.

OKLAHOMA: Oklahoma City, Enid, Ardmore, McAlester, Okmulgee, Guthrie, Bartlesville.

OHIO: Dayton, Cincinnati, Toledo, Cleveland, Sandusky.

INDIANA: Indianapolis, Terre Haute.

ILLINOIS: Springfield, Bloomington, Peoria, Decatur, Jacksonville, Joliet, Rockford, Waukegan.

MISSOURI: St. Louis, Springfield, Joplin, Moberly, Jefferson City.

IOWA: Des Moines, Council Bluffs, Sioux City, Davenport, Burlington.

Farmers National Life Insurance Company of America

A. O. Hughes, Vice-President in Charge of Agencies

3401 South Michigan Avenue

Chicago

Worthy Traditions

Mutual Benefit agents are men who have been drawn to the Company because of its traditions, its standards and ideals. For seventy-nine years the idea conveyed by the words "Mutual Benefit"—the good of all applied to the affairs of each—has been the guiding principle in treatment of policyholders of this Company.

The Mutual Benefit Life Insurance Co.

Organized 1845

Newark, New Jersey

Penn Mutual Conventions

At our Eastern Regional Convention in September there were twenty-four Field speakers, and only five Home Office. They touched almost every phase of salesmanship,—prospect-gathering, income plans, mail plans, approach, closing, inheritance tax coverage, etc. Star salesmen gave their standard sales talks. In brief, there was a comprehensive and intensive survey of salesmanship.

This form of Convention is but one evidence of the modern method of instructional co-operation between our Home Office and Field.

We have places for men and women who believe that constant life insurance education is as necessary as constant industry.

**The Penn Mutual
Life Insurance Company
Philadelphia, Pa.**
Organized 1867

¶ If your present opportunities in the life insurance business are limited to personal production, our agency contract will interest you. It offers better than general agency opportunities, vested renewals and low cost insurance.

¶ Exceptional opportunities are open in Minnesota and Ohio and a few in Wisconsin.

¶ Check up our record.

Guardian Life
Insurance Company
Home Office, Madison, Wis.



100 PER CENT EFFICIENCY

Life men find our methods bring their efficiency up to 100 per cent.

We consider every man insurable and rate each case on its own impairment and amount of risk involved.

We take the "Blue Sunday" out of the life insurance business by helping you salvage your wasted energy expended on *Sub-Standard* business.

We have everything in the life game to offer. Let us tell you how.

"Life Insurance for Everyone."
The MEDICAL LIFE
INSURANCE COMPANY OF AMERICA
WATERLOO IOWA

I. G. LONDERGAN
Vice Pres. & Gen'l Mgr.

E. E. BROWN
Agency Supervisor

TALKS WITH LIFE INSURANCE MEN

A. D. ANDERSON, assistant superintendent of agencies of the Aetna Life, in a recent address spoke of the tendency apparent in many agencies to confine the sales to a few types of contract while the rate book is full of excellent, although little used plans, which should be advocated. He proposed, as a remedy, that each week in the year, the managers select a policy contract to present as a special feature. "In this way," he said, "the many plans in the rate book would soon become familiar to the entire agency staff."

I. J. MUMA, manager of the Aetna Life at Los Angeles, in speaking of the opportunities for placing accident business by life insurance men said that it is one of the real potential income producers in his territory. He showed that \$200,000 in accident insurance is equal to \$1,000,000 in life insurance, so far as commissions are concerned. From these figures, Mr. Muma stressed the logic of starting new agents in the writing of accident insurance. "As he progresses," Mr. Muma said, "he makes this form of insurance the key, whereby the door to life insurance sales is opened."

A new agent usually needs financial assistance while he is developing his life prospects. "Accident insurance," Mr. Muma declared, "invariably will supply the commission to meet this demand."

ONE of the general agents in speaking of the type of men he desires to secure for agents said that he follows the rule of seeking usually only men already employed and earning not less than \$200 a month who give evidence of thrift and ability to manage their personal affairs. He tries to secure men with a university education and about five years business experience. He does not think it desirable to seek recent graduates unless their college life shows marked leadership. Where education is high school only, this general agent desires the man to have about eight years' business experience. He says that he rarely employs men with grammar school education only.

E. P. WALSH, with the Aetna Life at Hot Springs, Ark., recently summed up his five favorite ways of getting new business as follows:

"One of my favorite ways of getting business is to find some man who is a contractor that gives personal surety for contract bonds. I ask him whether if he should die in the middle of a contract his bondsmen could finish the contract and make any money out of it for his estate, or whether they would lose money on the job. I give this time to sink in and then ask him how much life insurance he carries payable to his estate. He generally says none. I then ask him if he thinks it is fair to the men who befriended him by signing his bond, so that he can make money, to let them hold the bag considering that if anything happens to him they lose money. It nearly always calls forth only one question, 'How much would it cost?'"

"It has been my experience that it is usual for a man, when you ask him how much life insurance he carries to say \$10,000. And when you ask him how he values his business he will tell you that he figures it on the basis of how much it will produce in income per year. It is then an easy step to get him to figuring on his life insurance from the same angle, and I have never yet had a man claim that he had enough life insurance when he figured it from the standpoint of income. If he is able to pay more premiums he will generally buy more."

"The best way I have discovered to sell income insurance to begin at age 60 or 65 is to pick out a young man in the community who is prosperous, with no dependents, who states that he does not need any insurance. I then name a couple of old dependent men in his own

line, and ask him what they would give today for a policy that would pay them \$100 income per month for life, and then ask him if they could not have easily paid this premium instead of buying old stock or investing in some other get rich quick schemes. I do not predict this will ever happen to him, but if it does not he can use the cash money at maturity."

"The best way I have found of getting a man's attention is to find out his widow's name when she becomes a widow, write out a check complete in every detail, except the date, for the amount that I want to sell him and sign it Insurance. I lay this check on his desk, tell him that this is the amount that we want to pay his widow, and that the check is complete with everything except the date, that we would be glad to date it and let him hold it, but do not know just what date he will quit breathing."

"If it is an income policy I want to sell him I write out a great bunch of checks, and lay them one at a time on his desk as I make my talk. In addition to this I write out another one for the premium, so that he can see the small amount that we ask him to deposit to make all those checks good. I tell him that all an insurance policy is after all is a post-dated check that is guaranteed. I have had quite favorable results from this method."

JOHN B. NORRIS, one of the district managers of the Illinois Life, speaks very intelligently of the life insurance needs of the farmer. He says:

"It is not wholly the fault of the farmer that he has grown to look upon life insurance as a sort of burial benefit. Though he may own a farm worth \$50,000 or \$100,000 and personal property well into the thousands, he looks upon \$1,000 or \$2,000 of life insurance as sufficient to put him away decently, and that is all the life insurance that he knows he needs."

"I say that it is not wholly the farmer's fault that he buys \$1,000 or \$2,000 while the business man of the city, who has no more to protect, buys \$30,000 or \$50,000. The farmer has not been brought to an understanding of insurance as it really is; while the business man has been taught what insurance is and what it will do for him. After a man has passed away, did you ever hear any one say that he had too much life insurance?"

Must Understand Insurance

"Let the farmer understand life insurance as the business man does and he will buy it just as liberally. The average farmer is a sensible home-loving man. He has the money to buy and pay for life insurance, and when the same intensive campaign of education as to the true merits and high service of life insurance is made among the farmers that has been made in the professional and commercial world you will see that the farmer will come to the front as one of the most appreciative patrons of life insurance, and will be as adequately insured as men of similar means in any business."

"The field of work and service and the opportunity for the real life insurance salesman grows larger and broader as our civilization advances; the necessity for life insurance increases as our social and commercial life becomes more complex. There is no higher calling than that of administering to the needs of our fellow men; and if there is any work in life that should lend encouragement and enthusiasm to those engaged in it, that work is surely the work of the life insurance salesman. Providing for his dependents is certainly the highest and noblest ambition of civilized man, and the life insurance man and he alone can make it possible for the man of moderate means to do this."

"Three million widows in the United

States lack the common comforts of life; eight million women in our country must work to make a living; 95 percent of the men fail to provide for old age of their families; and 2,000,000 boys and girls who should be in school are working for wages.

It is estimated that only about 7 percent of the economic value of human life is insured, and if you know of anything more valuable than human life I would like to know what it is. No, the farmer is by no means adequately insured; our work is not finished—only begun. Life insurance is a practical brotherhood that has done and is doing an immense amount of good to humanity—but its great aim is yet to be fully accomplished."

Jolt That Got Under Life Salesman's Skin

W. E. CUMMINGS, one of the leading personal producers of the Great Republic Life, relates the following story of an actual incident in his experience in the field:

"Mr. Cummings," said the medical examiner when he entered his office one morning, "I examined an applicant for another company yesterday for \$10,000 whom you might just as well have written. I had not given you his name because he has heretofore been radically opposed to insurance and a terror to agents of any and every company. I expressed my surprise that this agent had been able to sell him."

"He did not sell me," the applicant replied. "A little cock sparrow about half as big as a minute sold me several months ago. This fellow only wrote the application," he said, chuckling, and at my request he told me the story:

"About a year ago this little chap breezed into my office one morning and said he represented some life insurance company—I don't recall which one—and, as usual, I ordered him out. Did he go out quietly? He did not. I have spent much time and even lost some sleep trying to figure out where that little guy acquired his mastery of profanity and billingsgate. He was too little to have been a stevedore or a mule skinner. I have finally decided that it was a gift which had been perfected by use. He cursed me and my generations and my progenitors to the remote past. Emphasizing his remarks with lurid profanity he expressed his belief in my canine origin in my maternal ancestry. As a peroration to his effort he wished that I might die and go to hell and that my widow might spend her old age in the poor house. Having relieved his mind he stalked out with his head high, apparently trying to make his scant five feet six look like seven feet in height. I was so surprised and mad I could not speak, and he was too little for a man of my size to hit and retain my self-respect.

"After he had gone I got to thinking of how mean and discourteous I had treated the agents who had preceded him and I finally saw the humor and also the justice of the situation.

"His wish that my widow might spend her old age in the poor house rather stuck like a burr in my mind, too, and I decided to take out a \$10,000 policy with the next agent that came along representing an old line company, and there you are."

Moral: Don't waste time lamenting about your prospect that the other fellow wrote. Forget him and keep going. Another agent is probably around the corner "cussin' out" a "hard-boiled" case so that you can write the application when you call on him.

Life Notes

The Des Moines office of the Prudential, J. C. Clapp, manager (ordinary department), has taken new quarters in the Equitable building.

Frederick H. Ecker, vice-president of the Metropolitan Life, spoke to boys employed in the financial district of New York at the Wall Street Y. M. C. A. Wednesday.

How Much of the New Prosperity Will You Get?

The sensational advance in grain values has added a billion dollars to the agricultural wealth of the United States and every line of business is stimulated accordingly.

Lincoln National Life men are prepared to take full advantage of this invigorating sales opportunity—

Because they can write:

Women on the same basis as men.
Standard and sub-standard business.
Children of any age.
Preferred Risk policies at lowest net cost.

And their Home Office service is the kind that shoots their policies right back to them for delivery before their prospects get cold.

Such business getting help all along the line makes it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$325,000,000 In Force

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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Removal of Cases to Federal Courts

Insurance companies, a few years ago, were confronted with a very serious proposition in having their licenses threatened in some states because they removed cases arising out of business in the state to the federal court.

Some states have definite statutes forbidding the transfer of cases from the state courts. Insurance companies felt in many cases that they could not get justice in the state courts, or at least they felt that the federal courts were more removed from prejudice and had a broader knowledge of the issues in a controversy. Recent decisions have favored the insurance companies in this regard.

As is known, some months ago, Commissioner WELLS of Minnesota notified the SECURITY of New Haven that he would not renew its license because the statutes of the state provided that a foreign company desiring to transact business in the state should stipulate not to remove causes arising out of business in the state to the federal court. The statute provided that in case of a violation of this stipulation, a company's license might be revoked and a future license refused.

This case went to trial in the lower court and the decision favored the SECURITY. The state then took an appeal

to the Minnesota Supreme Court which affirmed the judgment below. The supreme court held that the statute was unconstitutional, quoting Terral vs. Burke, 257 U. S. 529, as follows:

"The principle established by the more recent decisions of this court is that a state may not, in imposing conditions upon the privilege of a foreign corporation's doing business in the state, exact from it a waiver of the exercise of its constitutional right to resort to the federal courts, or thereafter withdraw the privilege of doing business because of its exercise of such right, whether waived in advance or not. The principle does not depend for its application on the character of the business the corporation does. . . . It rests on the ground that the federal constitution confers upon citizens of one state the right to resort to federal courts in another, that state action, whether legislative or executive, necessarily calculated to curtail the free exercise of the right thus secured is void because the sovereign power of a state in excluding foreign corporations, as in the exercise of all other of its sovereign powers, is subject to the limitations of the supreme fundamental law."

Then in conclusion the court said: "In the face of the sweeping language quoted we think it futile to attempt by distinction to uphold the action of the insurance commissioner in refusing to renew a license. It is conceded that the sole reason for denying the same was the removal from the state to the federal court of a suit. Its agreement not to do so was void and of no more effect than the statute (section 3592), which, no doubt, induced it. No agreement not to remove could lawfully be demanded."

Can Sense Business Conditions

LIFE agents out on the firing line can sense business conditions very accurately.

The president of one of the life companies attended a recent Rotary club meeting. He had been listening to a talk by a man who was discussing methods for determining local business conditions. The life insurance president declared that what the speaker said may have been true and the methods he outlined might be thoroughly accurate. However, he stated that if he desired to determine the business conditions in any locality, he would send out two or three good life insurance salesmen who are acute and on their

toes, with instructions that they put in a few days canvassing for business. At the end of that time, the president calls them into his office and discusses the results of their work. After he has closed the conference, he has a real picture of the situation and can analyze the conditions thoroughly.

The president stated that to get at the results and facts that influence the thought and action in any locality, he would rather have the evidence of a life salesman than anyone else.

This shows the discerning power and piercing eye of the man with the rate book. He becomes a barometer of business conditions.

No Stealing First Base

EDDIE COLLINS of the Chicago White Sox, in talking about the speed of a new player the other day, said: "The ability to steal second base is not the most essential end in the development of a player. We are particularly con-

cerned with the ability to reach first base. You can't steal first base."

There is a lot of homely philosophy in this illustration that we all can take to ourselves, in the insurance business or any other.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

John W. Clegg, president of the National Association of Life Underwriters, is an enthusiast. He would like to see every agent a member of his local association, and he would like to see the National Association's educational work carried on in all sections of the United States. Mr. Clegg's address at the luncheon tendered to him in New Orleans last Friday by the local association was redolent of this enthusiasm.

He compared conditions 30 years ago with the present plane on which the business is conducted. Mr. Clegg entered the business in 1891 as an office boy in the home office of the Penn Mutual, which company he is now representing as agent. He told his audience with a smile that he remained in the office until he was forced out, observing that this usually happens to most clerks in process of time.

Competition as regards companies has been eliminated in writing life insurance, declared Mr. Clegg. There will always be a competition between individuals, because personality in the individual varies. This is as it should be. The best man will always win in every contest.

Before concluding his address, Mr. Clegg urged the New Orleans association to persuade the authorities of Tulane University to establish a school of life insurance in connection with that university.

Miss Gertrude Sanborn, daughter of P. R. Sanborn, vice-president of the Northwestern Mutual Life, was married recently at Oconomowoc to J. E. Furstenberg, Milwaukee business man. Miss Sanborn is one of the best known of the younger authors, and already has several best sellers to her credit, including "Veiled Aristocrats" and "Toy," the former a stirring exposition of the color problem. An item of interest in connection with the wedding is that Miss Sanborn will continue to be known as Gertrude Sanborn rather than Mrs. Furstenberg.

The first birthday anniversary of the "Aetna-izer," life edition, house publication of the Aetna Life, was celebrated with the issue which came from the presses under date of Oct. 1.

The "Life Aetna-izer" was established simultaneously with the opening of the national advertising campaign of the affiliated Aetna Life companies, its purpose being to supply the need of a connecting link between the home office and the field. That it has more than filled this mission is evident from the substantial increase in contents, and again from the splendid response it has enjoyed from the field.

Herbert Irving Wilkins, an experienced editor and sales promotion expert, has edited the "Aetna-izer," life edition, since its foundation. It has been his object to produce a magazine made up largely of material gathered from the field force. One of the features has been an article each month written by a leading producer, telling "how it is done."

Leo Thomas, the young Detroit life underwriter, who recently presented the record life insurance case of \$15,000,000, is one of the younger men of the business and yet one who has made a remarkable record since his entry into it. Mr. Thomas is only 31 years old and in the past four years has successively doubled the production of the previous year. He has been in Detroit since 1921 and in no year since arriving in that city has he produced less than \$1,000,000. His first year he paid for \$1,454,000, and in 1922 more than doubled the figure. In 1923 the \$7,000,000 paid for again more than doubled the previous year's business and, while 1924 still has two months to go, he has already far more than doubled 1923 production. This year he has already produced \$18,000,000 in new business, so that he is now well on the way to establish a new record for life insurance production, passing that es-



LEO THOMAS

established by Harry B. Rosen of the New York Life. Of the \$18,000,000, of course \$15,000,000 was covered by the one deal which he closed for the Book brothers of Detroit who are operating the Development Corporation of Detroit. The Book brothers have completed the real estate developments of over \$21,000,000, have \$6,000,000 now under construction and plans have been completed for an additional \$20,000,000. It is for the guaranty of the latter group that the \$15,000,000 policy has been taken out. This deal was a young man's deal throughout, all three of the Book brothers as well as Mr. Thomas being of the younger generation just stepping into the business world.

Since achieving a world's record for the number of applications in a single month, Earl M. LaPlant of Sturgeon Bay, Wis., has been in great demand to address gatherings of agents of the New York Life, with which company he is connected, to tell others how it is done. He spoke at both Milwaukee and Green Bay last week.

James D. Stacy, superintendent of renewals for the Peoria Life, which he assisted in organizing, died last week. Death followed a brief illness after he was stricken by apoplexy. Mr. Stacy was born in Jacksonville, Ill., July 30, 1850, and for many years in his early life was in the railway mail service. In 1908 he went to Peoria and became interested in the insurance company organization. He was prominent in Masonic circles.

One of the most enthusiastic of the 400 men and women who are soliciting endowment policies for the Metropolitan Life in the campaign to raise \$1,500,000 for St. Mary's Hospital and Infirmary in St. Louis, Mo., is George Krantz, 76 years old, the oldest life insurance solicitor both in age and in period of service in St. Louis. Mr. Krantz was born in Germany and went to St. Louis just 11 months prior to the arrival of the Sisters of St. Mary's. He remembers their work in the cholera epidemic which swept the country in 1872.

Although thrice a grandfather, Mr. Krantz solicits insurance every day and today is insuring the lives of grandchildren of persons he sold insurance policies when he started in the insurance business in 1891.

P. J. Crandall, state manager in South Dakota for the American Life, is interested in the war in China, because his aunt, Dr. Grace I. Crandall, has been in the center of hostilities. Dr. Crandall has gained considerable fame by refusing to leave six Chinese patients she

was caring for in a hospital at Liuho when practically everyone of the 8,000 people in the town had fled. The Grace hospital was under fire from both sides for some time before the six Chinese patients were removed, and Dr. Crandall and her assistant, Miss Burdick, consented to leave.

John D. Sage, president of the Union Central Life, is chairman of the Thomas H. Darby for Judge Committee in Cincinnati. This is a non-partisan committee which is seeking to bring about the re-election of one of the judges now serving.

John R. Fox, one of the best loved and most capable life insurance men in the east, has been suffering from cancer of the stomach for several months at his home in Philadelphia. Physicians have abandoned hope of his recovery. Mr. Fox, who is 62 years old, is chairman of the entertainment committee and a former president of the Philadelphia Association of Life Underwriters. He is Metropolitan Life manager for the important Philadelphia middle district. Two years ago the company tendered him a complimentary dinner in honor of his 40 years of continuous service with the Metropolitan. President Haley Fiske and other home office officials, ten retired veterans and a large number of fellow managers and their wives were present on that noteworthy occasion. During Mr. Fox's illness, George M. Cannell of the Penn Mutual Life is acting chairman of the association's entertainment committee.

Miss Gertrude V. Cope, manager of the sales research division of the Phoenix Mutual Life attended a banquet and spoke before the Sales Managers' Club of Philadelphia. The banquet was held Oct. 20. The topic of her speech was "Selecting Salesmen Who Succeed." The meat of the talk was built around the results of a scientific study of data collected over several years' experience. This study has resulted in a system whereby the personal history records of men applying to this company as salesmen can be graded according to our standard. Then there was a discussion of a survey of the methods of most successful managers.

Orville Thorp, formerly president of the National Association of Life Underwriters, and state agent of the Kansas City Life for Texas, has returned from a tour of Europe, upon which he was accompanied by Mrs. Thorp. They visited Italy, France, England, Switzerland and Belgium. They are returning to Dallas after a few days' stay in New York city.

M. G. Bulkeley, Jr., vice-president and treasurer of the Aetna Life, has just completed a tour of the Northern Pacific lines in company with Howard Elliott, chairman of the board, and a group of New York capitalists and operating officials of the railroad. The Northern Pacific, it will be recalled, placed the largest group policy ever written with the Aetna Life last August when it contracted to insure its 25,000 employees for a sum totalling \$50,000,000.

J. K. McDonald of Toronto, called the dean of the life insurance business of Canada, has celebrated his 87th birthday. Mr. McDonald was one of the founders of the Confederation Life in 1871, of which he is now the president.

George A. Wells, secretary of the San Jacinto Life, and Miss Theresa Merriman, who is connected with the renewal department of the company, were married a few days ago. Mr. Wells was assistant secretary since its organization until a year ago, when he was promoted.

Senator **George Wharton Pepper**, general counsel for the Penn Mutual Life and an honorary member of the

Philadelphia Association of Life Underwriters, is a leader in religious work as well as a statesman and insurance man. In an address last week in Philadelphia supporting the Japanese reconstruction fund campaign conducted by the Episcopal Church, he said: "I never spoke for a cause in which I believe so thoroughly as this, for the church is engaged in promoting the spiritual citizenship of the world."

Edward D. Duffield, president of the Prudential, has sent a message to the 22,000 employees of the Prudential calling upon each to exercise his privilege on election day. Mr. Duffield points out that this is the greatest American heritage. He states that a large increased vote will mean more for the permanent welfare of America than the victory of a party, thus urging each member of the Prudential, as well as each citizen in the country, to render a real service by casting his vote on election day, regardless of personal inclination. In this message, Mr. Duffield makes no reference to any parties or any issues, merely urging the 22,000 Prudential men to respond to this opportunity for real service to America.

Forty agents and district managers for the Wisconsin and upper Michigan general agency of the New England Mutual Life joined with the entire agency force in a surprise banquet and celebration tendered **A. L. Saltzstein** of Milwaukee, general agent, on the occasion of his 57th birthday. Dr. William Fricke, former insurance commissioner of Wisconsin, was one of the principal speakers at the banquet, which was presided over by J. Norman Patterson as toastmaster.

LIFE AGENCY CHANGES

PERRINE TO MERCHANTS LIFE

Former Executive Secretary of Los Angeles Life Underwriters Made Manager There

E. P. Perrine has been appointed manager of the southern California agency of the Merchants Life of Iowa, with headquarters at Los Angeles. Mr. Perrine has established a record as a successful personal producer and agency



E. P. PERRINE

organizer with some of the large eastern companies. He has devoted the greater part of this year to the Los Angeles Association of Life Underwriters in the capacity of executive secretary, and was an important factor in handling the national convention at Los Angeles. He expects to devote his time to carrying out the company's program of increas-

Quick Action!

WEST COAST LIFE'S reputation for prompt Home Office service to men in the field is, to a great degree, due to modern office equipment.

Mailing machines, a battery of Multigraphs, automatic stampers, are some of the devices employed to speed up Home Office work.

WEST COAST LIFE agents don't have to ask for quick action. They get it without asking.



WEST COAST LIFE

INSURANCE COMPANY

HOME OFFICE - SAN FRANCISCO

The only company on the Coast carrying Group Insurance

NU-1

Shortening The Selling Process

OUR SYSTEM of obtaining "leads" for our Agents has been cited as one of the most successful in operation.

This service is part of our comprehensive program of Home Office cooperation which is of genuine practical value to our men in the field. Service to policyholders is also the best kind of service to Agents. Our Policyholders Service Department offers, among other things, the health service of the Life Extension Institute free of charge.

For information concerning Agency opportunities, address:

T. LOUIS HANSEN, Vice-President

The Guardian Life Insurance Company OF AMERICA

Established 1860 under the Laws of the State of New York

Home Office:

50 Union Square, New York

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President
Denver, Colorado



Ninth in the U. S. A.

In 14 years this Company developed an accident and health business that placed it in 9th place among all the companies of the United States in amount of disability claims paid. And it is now making equal progress in the development of the Life Insurance Department.

BUSINESS MEN'S ASSURANCE COMPANY

W. T. GRANT, President

KANSAS CITY, MISSOURI

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.50 including Quia Book supplement. The National Underwriter, 1362 Insurance Exchange, Chicago.

IOWA OPPORTUNITIES

with
**THE INDIANAPOLIS LIFE
INSURANCE COMPANY**

In Iowa For District Managers

The Company Has Just Entered the State of Iowa
COMPANY'S AGENCY PLAN:

Compact territory, worked intensively, under capable district managers, with liberal first-year commissions, and renewal contract direct with home office.

QUALIFICATIONS

Under 45 years of age, good health, good education, ability and experience both in personal sales and developing men.

WORKING TOOLS

A Purely Mutual Company—19 years old.

\$46,000,000 Insurance in Force.

Low Initial Premiums, reduced by liberal annual dividends, resulting in Very Low Net Cost.

Satisfied Policyholders, and

A clean and wholesome record all the way through.

In 1923 and 1924, the Company paid an EXTRA DIVIDEND OF 20%.

An average of 26% increase in dividend scale goes into effect November 15, 1924.

DIVIDEND RECORD OF POLICY No. 809

Issued, 1906

\$10,000—20 Payment Life—Age 35

Year	Annual Dividend	Net Premium
1906.....		\$331.60
1907.....	\$41.30	290.30
1908.....	42.70	288.90
1909.....	44.60	287.00
1910.....	45.80	285.80
1911.....	47.10	284.50
1912.....	48.00	283.60
1913.....	53.90	277.70
1914.....	55.80	275.80
1915.....	57.40	274.20
1916.....	(Reg. Div.) 59.80	205.50
	(Extra Div.) 66.30	
1917.....	61.80	269.80
1918.....	64.30	267.30
1919.....		331.60
1920.....	61.10	270.50
1921.....	70.10	261.50
1922.....	73.00	258.60
1923.....	(Reg. Div.) 75.80	255.80
	(Extra Div.) 15.16	
1924.....	(Reg. Div.) 78.70	237.20
	(Extra Div.) 15.70	

For Particulars Write Home Office

FRANK P. MANLY
President

JOE C. CAPERTON
Agency Manager

ing the agency force and volume of new business.

George H. Pruitt

George H. Pruitt has been appointed agency supervisor for the L. C. Mersfelder agency of the Kansas City Life for Oklahoma. Several years ago Mr. Pruitt was connected with the Kansas City Life but resigned to accept an agency with the Mid-Continent Life, and later with the Great Southern, resigning from the latter company to return to the Kansas City Life.

Ohio National Appointments

The Ohio National Life has entered Mississippi and appointed H. W. McKay of Memphis, Tenn., general agent for the northern half of the state. Mr. McKay is already general agent for eastern Arkansas. J. R. and M. J. Anders of Arkadelphia, Ark., have been appointed general agents for western Arkansas. They were formerly with the Equitable.

A. M. Griffen

The Peoples Life of Chicago has received its certificate of authority from the Missouri insurance department and has appointed A. M. Griffen as state manager. Mr. Griffen will make his headquarters in Kansas City. He was formerly a branch manager with the Mutual Life of New York in Los Angeles. The application for entrance into Ohio is now pending and the Peoples Life expects to make its appointment of state manager within a week or two. This gives the company a territory of four states in addition to its home state and application is being made in several others. Excellent gains are reported in new business and the end of the year will see the company firmly established in the central states.

A. R. Epperson

A. R. Epperson, who has been with the United Fidelity Life of Dallas as city manager of the Dallas agency, has resigned to go with the Southern Union Life of Fort Worth, Tex. Before being connected with the Fidelity Union Mr. Epperson was with the Southland Life at Temple, Tex.

M. H. Dodson and T. J. Hanify

The American National of Galveston announces the appointment of M. H. Dodson as manager of the company's ordinary department for the state of Kentucky, with offices at Louisville. Mr. Dodson has been in the life business for about 15 years.

T. J. Hanify has opened offices at St. Paul as manager of the ordinary department for the state of Minnesota of the American National.

P. D. Gibbons

General Agent P. D. Gibbons, who has had an excellent record in Montana for the Lincoln National Life in the past five years, has gone to Omaha to take over the northern Nebraska territory. Stanley Woolstencroft, formerly supervisor over this territory, resigned to take advantage of an agency opportunity in another section of the country.

C. E. Moore

The Northern Life of Seattle has appointed C. E. Moore manager of the ordinary department of the northwestern Oregon branch, with headquarters at Portland, where he will work with L. E. Howard, manager of the monthly premium department. Mr. Moore has made a splendid success in the life insurance field during the past 12 years. He was previously secretary of a health and accident company.

George B. Shelton

George B. Shelton, who last week resigned from the West Coast Life, has been appointed general agent in San Francisco for the California State Life. Mr. Shelton is well known on the Pa-

cific Coast for his successful organization work. While with the West Coast Life he was district manager, having charge of the home office agency until four months ago when he was sent to Oakland to build up that agency for the company. The production of the San Francisco agency for the two years in which he was in charge averaged over \$2,000,000 per year.

Henry B. Stone

The Atlantic Life announces the appointment of Henry B. Stone as general agent at El Paso, Tex. Mr. Stone has been conducting an agency in that city handling general lines.

Henry Lichtig

Henry Lichtig has been appointed general agent for Illinois by the National Savings Life of Wichita, Kan. Mr. Lichtig will have his headquarters in the Lumber Exchange building in Chicago. He was formerly superintendent of agents for the Peoples Life of Chicago and prior to that was a life underwriter on the Pacific coast.

Samuel M. Lurye

The Central Life of Des Moines has appointed Samuel M. Lurye general agent at Superior, Wis. Mr. Lurye has been connected for the past two years with the A. J. Lurye Furniture Company of West Duluth.

E. G. Brown and T. C. Surdson

E. G. Brown and T. C. Surdson have been appointed general agents for the Wisconsin National Life of Oshkosh for eight counties, with headquarters at Rice Lake.

Robert L. Wagner

Robert L. Wagner has been appointed general agent of the Penn Mutual Life for western North Carolina and the Piedmont district, with his office at Charlotte. The entire state was formerly handled from the office at Raleigh.

R. O. Donham

Richard O. Donham, formerly of Olathe, Kan., has taken on the duties of district supervisor for the St. Joseph, Mo., agency of the Standard Life of St. Louis, working under Thomas P. Gordon, district manager of St. Joseph.

Central Life Changes

R. H. Hill, general agent of the Central Life of Des Moines at Waterloo, Ia., has resigned because of continued ill health and J. T. Dahlstrom of Waterloo takes the place thus made vacant. Walter W. Hymes, recently with the State Life and the Royal Union at Peoria, Ill., has taken over the general agency of the Central Life in that city.

Ohio State Life Appointments

The Ohio State Life has announced the appointment of the following general agents: L. A. Reeder, Blanchester, O.; Charles P. Temple, Los Angeles; Oldham & Lucas, Covington, Ky.; J. E. McCarty, Detroit; S. D. Tinney, Jr., Sherman, Tex. Lloyd S. Little of Tawas City, Mich., has been named a district manager.

Fred Israel

Fred Israel, who has been six years with the Equitable Life of New York, the last four of which he has been assistant to Agency Manager L. H. Kellogg in Chicago, has been appointed agency manager for a new office that is opened in 701 People's Gas Building in that city.

John D. Erickson

John D. Erickson has been appointed agency manager of the city office in Chicago for the Indianapolis Life. Mr. Erickson was formerly with the Equitable Life of New York in the Chicago office. He was one of the leading personal producers with that company. H.

Chicago National Life Insurance Co.

202 South State Street, Chicago

The romance of OPPORTUNITY in any city, perhaps, has seldom, if ever, demonstrated a more striking example of what can be done than is shown by the records of the CHICAGO NATIONAL LIFE INSURANCE COMPANY. Many men in the business and out of it have remarked, "It's surprising!"

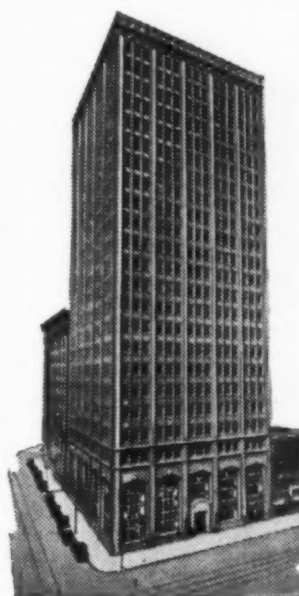
Over 13,000,000 in force—paid for business—close of 24 months—actual operations.

Think of the advantage of a connection with a fast growing company like this.

A. E. JOHNSON

Agency Manager

Phone Wabash 4583



HOME OFFICE
F. & M. BANK BUILDING

Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the great State of Texas, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

"Conscientious Co-operation given Ambitious men, with or without previous experience."

Southern Union Life

OF

FORT WORTH, TEXAS

J. L. Mistrot
President

Tom Poynor
Vice-President



Southland Life Insurance Co.

DALLAS, TEXAS

HARRY L. SEAY, President

Insurance in force
\$83,000,000

Admitted Assets
\$9,000,000

Advantageous agency contracts open to men of ability and integrity in

INDIANA

TENNESSEE

MINNESOTA

Our standards are high, our requirements strict, but we can offer remunerative and pleasant agency connections to the right men.

CLARENCE E. LINZ

Vice-Pres. and Treas.

Agency Manager

Why Young Men Should Become Life Insurance Agents

Seven Reasons for Life Insurance Career

LIFE INSURANCE is founded on the highest ideals.

It is capable of yielding a good income and the satisfaction of accomplishment.

It offers opportunities for real leadership. It brings the insurance producer in close association with big business and big business men.

It requires education in business methods, law and finance.

It is a field for workers, not shirkers.

It is an alluring and practical calling for men of dynamic energy.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Over Sixty years in business. Now insuring nearly Two Billion dollars in policies on 3,500,000 lives.

Experts will help You close business as our GENERAL AGENT in Enid, Oklahoma

—and assist you to build up our general agency in this thriving city of Oklahoma.

Back of you also, will be the strength of our company—one of the most prosperous in the West, whose assets, in proportion to liabilities, are greater than those of any other large company in the same field, and whose insurance in force is in excess of \$125,000,000. Consider these facts of record, and the possibilities of immense future achievement. Can you qualify for a part in it all? You must be a man of great personal production, of financial responsibility, of high social standing, and capable of earning at least \$10,000 per year.

If you merit this position, we will give you a contract direct with the home office, to include a liberal first year commission, a renewal commission, a collection fee, an office allowance and a business-development allowance.

Write us fully about yourself, now. Address K-49, c/o the National Underwriter. NOTE: We also have an unusually attractive, special contract for good salesman whose experience is limited.

HOME LIFE INSURANCE CO

New York

ETHELBERT IDE LOW, President

The 64th Annual Report shows:

Premiums received during the year 1923	\$ 7,666,855
Payments to Policyholders and their Beneficiaries	
Death Claims, Endowments, Dividends, etc.	5,871,944
Increase in Assets	2,491,597
Actual Mortality 56% of the amount expected.	
Insurance in Force	247,373,210
Admitted Assets	48,455,222

FOR AGENCY APPLY TO

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and
Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank
Building
CINCINNATI, OHIO
HOYT W. GALE
General Manager for Northern Ohio
228-233 Leader-News Building
CLEVELAND, OHIO

MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President
A few agency openings for the right men

Capable Policy-Placers

can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the application. Why not make inquiry now?

Union Mutual Life Insurance Co.

PORTLAND, MAINE

Address:

ALBERT E. WADE, Supt. of Agencies

C. West, home office representative in Chicago, will continue to handle the company matters in Chicago.

Tait & Urenn

Samuel D. Drake has retired from active service with the general agency for the Royal Union Life at Mason City, Ia., and has been succeeded by W. F. Urenn, who was formerly with the Farmers Bank at Plymouth. The agency has been operated as the Drake & Tait agency, but the name will be changed to Tait & Urenn, J. H. Tait continuing as active manager. Mr. Drake will retain his connection with the firm but will have no active part in the management.

Sun Life Appointments

The Sun Life of Canada has appointed J. N. Mertz manager of the southern Saskatchewan division with headquarters at Regina. A. J. Irving is made instructor of agents at Manitoba, and W. W. Barry for southern Alberta. J. A. Macfaden has been appointed manager of the new division of western Washington, with headquarters at Seattle, and H. S. Standish will have charge of the newly created division of southern California. E. V. Creed has been made manager of Oregon, which the Sun Life has entered, with headquarters at Portland.

O. H. Virgin

O. H. Virgin has been appointed supervisor for the Bankers' Reserve Life of Omaha for the territory of Oklahoma and southwest Missouri. He has previously been associated with the Continental Life.

O. G. Chesley and G. L. Martin

O. G. Chesley and George F. Martin have been appointed district managers for eastern Iowa for the Prairie Life of Omaha.

A. M. Shannon

A. M. Shannon, formerly agency manager of the Bankers Life at Tulsa, Okla., has been appointed general agent for eastern Nebraska and western Iowa of the Central Life Association of Des Moines, with headquarters in Omaha.

NEWS FROM THE EAST

CONNECTICUT INSURANCE DAY

Underwriters of the State Are Preparing for a Big Celebration to Be Held in Hartford

At a meeting of the executive committee in charge of the "All Connecticut Insurance Day" held Oct. 13 in Hartford, it was definitely decided that this event be held on Nov. 12 with three sessions: group meetings in the morning, large mass meeting in the afternoon and banquet at 6:30 p. m. at the Hotel Bond in Hartford. The fire, casualty and surety group meeting of agents and officials will meet in the Travelers assembly hall and the group meeting of life men will meet in a place to be decided later. The first large mass meeting of all groups will meet at 2:30 in the Travelers assembly hall and the meeting will be addressed by some speakers of national prominence in the insurance field.

It is the aim of the committee that all companies doing business in Connecticut be represented at the meetings and that all agents, regardless of organization affiliation, attend. At the banquet in the evening it is the purpose of the committee to have some speakers of national prominence. It is expected at this time that there will be between 500 and 1,000 officials, agents and workers in attendance.

Is Now Capitol Life

The Capitol Savings Life of Columbus, O., has changed its name to the

Capitol Life of America. Some time ago the company went on a 4 per cent basis. H. E. Romer is president of the company; B. W. Gearheart, former state superintendent of insurance, counsel and treasurer, and T. David Black, actuary. It is announced that W. H. Elliott and Carl Hegwood, formerly connected with the Western & Southern, have been appointed general agents with authority to place agents in any part of Ohio.

Connecticut General Rally

George E. Bulkley, vice-president of the Connecticut General, Geo. C. Capen, assistant superintendent of agencies, and Agency Assistant Russell E. Larkin attended a big get-together of the J. A. Coffman general agency in Cleveland last week. Harry W. Hoy, general agent for the company in Youngstown also made a splendid talk. Thirty-five were present.

Mr. Coffman went to Cleveland Feb. 1 of this year. In addition to doubling the premium income over the business paid for in 1923 he has appointed 15 new full-time agents. He states that the large production record of his

agency indicates that business conditions are getting better.

Posey Raps Motor License Rules

Declaring it was time for the public to require an investigation of the characters of the men who are issued automobile drivers' licenses, instead of merely requiring them to "drive down one street and up another," Charles R. Posey, Baltimore manager of the Mutual Life of New York, scored state and city motor vehicle laws, at a meeting of the first class in "Safety" for drivers of motor vehicles conducted by the Baltimore Safety Council.

"The law which allows 16-year-old boys to drive is absolutely wrong," Mr. Posey declared. "A youth of that age has not had sufficient experience in life to be permitted to drive a car and endanger lives. The first thing that should be required of any applicant for a driver's license is that he can be trusted. If he can't take care, if he can't mind his own business, if he can't obey the laws, he shouldn't be given a license. Sufficient investigation should be made into each applicant's life to determine whether he is trustworthy."

IN THE MISSISSIPPI VALLEY

SEES FARMERS GOOD BUYERS

Charles M. Keefer of Omaha Says Agricultural Conditions in Nebraska Good

LINCOLN, NEB., Oct. 21.—Charles M. Keefer, state manager for the Kansas Life, is of the opinion that the Nebraska farmer will be in the field as a buyer of insurance in larger numbers this fall and winter than he has been for four years. Mr. Keefer devotes the greater part of his time to farm business. He recently returned from a trip that took him into the winter wheat country, and finds the farmers not only feeling a lot better, but optimistic over the future. The first money they got from the sale of their crops went to pay off pressing indebtedness, but they are now accumulating a surplus that is available for the purchasing of insurance, among other things. He did a nice business.

Bumper Crops Gathered

Only about a third of the crop's 60,000,000 bushel wheat crop has so far been harvested. Those who held for higher prices are being rewarded, a great deal of wheat selling on the Omaha market for \$1.40. Under the stimulus of this price wheat is going to market in such volume that the railroads are taxed to capacity. The lowest estimate of what the farmer will get for his wheat crop this year is \$60,000,000 as compared with \$23,000,000 last year.

While the weather conditions have not been altogether favorable for corn and there will be considerable soft corn that can be profitably utilized for feeding operations, it is estimated that this will add between \$160,000,000 and \$175,000,000 to the bank accounts of Nebraska farmers. This is more than double what the larger crop of last year gave them, because prices will be nearly trebled at the country elevators.

Would Draft Threshers

The Fargo "Forum," Fargo, N. D., carried a letter recently written by H. N. Tucker, a life insurance agent at Courtenay, N. D., in which he pictures the threshing situation in northern Statesman, Foster, Eddy and western Griggs counties. Less than 50 percent of the crop has been threshed, owing to wet weather. Mr. Tucker suggests that every town organize by appointing someone to look after the matter, pay this man for his work and draft every able-bodied citizen that can be spared from his work, to assist in the threshing where it is necessary. A shortage of help is expected when threshing is resumed.

NO QUALIFICATION LAW FIGHT

Nebraska Insurance Interests Will Center Efforts on Securing Adequate Appropriation for Department

LINCOLN, NEB., Oct. 21.—Nebraska insurance men will not ask of the next legislature that it pass an agents' qualification law. M. A. Hyde, head of the insurance subdivision of the Lincoln chamber of commerce, who has discussed the matter with the representatives of the subdivisions in other chambers of commerce and others, says that the chief efforts will be to secure an adequate appropriation from the legislature for the support of the department.

Insurance men are of the opinion that until the state can offer a salary sufficient to attract a man of experience and force to head the department, it is not worth while to ask for a qualification law, since its effectiveness is dependent upon sufficient funds to operate the department on a broader basis and to permit the head of the department to give time and attention to this phase of the work.

The fact that the legislature will be under unusual pressure to reduce the sum total of appropriations may interfere with the securing of a larger sum for the the department, but the insurance men have the advantage of the argument that this will not be adding to the taxes of any property owner because it will simply mean taking a larger share than is done at present of the moneys directly contributed by the insurance



Only high-type men and women can obtain contract to represent this company.

Open territory in Ohio and Minnesota. Interesting General Agent's contract direct with Company backed by real co-operation.

CLIFTON MALONEY President
JACKSON MALONEY Vice-President
A. MOSELEY HOPKINS, Manager of Agencies

Home Office Building
111 N. BROAD ST., PHILADELPHIA, PA.

business in the form of fees and special taxes.

Under recent rulings of the state supreme court the state could be debarred from using any of the fees for any other purpose than that connected with the operation of the insurance department, but no one desires to raise this issue. The court's rulings were based on the proposition that the state cannot take money derived from fees collected for services performed and use it to support the government, although it has been doing this for years with insurance fees.

PREPARE FOR "INSURANCE DAY"

Enthusiastic Committee Meeting to Launch Plans for Indiana Convention During Legislature

INDIANAPOLIS, IND., Oct. 21.—The first meeting of the general committee of "Indiana Insurance Day," Jan. 20, 1925, was held on Monday of this week with about 40 present. Chairman Chandler outlined plans which contemplate a bigger and more ambitious program than the one which was put over so successfully in Indianapolis last January. Speakers of more than national prominence are under consideration and the preliminary plans are being carefully drawn up. As the Indiana legislature will be in session when the big state insurance convention covering all branches of the business will be held it is desired to make as favorable an impression as possible on the state law makers.

The most encouraging feature of the meeting Monday was the enthusiasm with which the many committeemen present entered into the spirit of the program as outlined and contributed ideas and suggestions in the discussion. Ten sub-committees were announced, the chairmen of which are as follows: Entertainment, Raymond C. Fox, George H. Moore & Co.; publicity, Herbert L. Barr, state agent North America; speakers, Clinton D. Lasher, state agent Home; registration and badges, Joseph W. Stickney, local agent; reception, E. H. Forry, vice-president Farmers Trust Company; program, Elbert Storer, chairman; advertising display, W. L. Forman, adjuster Aetna Life; finance, Russell T. Byers, vice-president American Central Life; banquet, C. L. Vaile, Stone, Stafford & Stone; ladies, Mrs. C. O. Bray.

Close Kansas Guard Contract

Kansas has awarded the contract for group insurance for the members and officials of its National Guard to the Travelers. It covers 2,600 men, aggregating more than \$3,000,000 of business. By the terms of the proposal submitted by each of the six competing companies 75 percent of the men had to agree to take out the insurance before the contracts could be written. The enlisted men are allowed to take out \$1,000 of insurance, non-commissioned officers \$2,000 and officers \$3,000. The cost is \$6 per thousand a year. The holders of the policies authorize the adjutant general to deduct \$1.65 from the pay checks each quarter to enable the adjutant general to pay the premium quarterly in a lump sum to the company.

Makes Answer on Guard Contract

Under prodding from the Omaha Association of Insurance Companies Adjutant General Paul of Nebraska has broken a long silence and replied to the criticisms of his making a contract with the Metropolitan Life for group insurance for the 1,700 members of the guard. In reply to inquiries as to why they had not been given a chance at the business, he said he had not considered it his business to go out and drum up business for the Nebraska insurance companies or to seek them out and request that they come and do business with him.

"If you were able to write this insurance," he asks "why did you not call on me at my office and explain to me your plans and inform me that you were able

to handle the insurance? In other words, why did you not go out after the business instead of sitting in your office and taking it for granted that it would come to you?"

Sectional Meeting at Madison

Approximately 100 attended the southern Wisconsin sectional agency meeting of the Central Life of Iowa at Madison. A large volume of sales for the first part of the agency year was reported and agents attending pledged greater increases for the remainder of the period. Among the speakers at the meeting were A. C. Larson, state manager; C. L. Miller, superintendent of agents, and C. M. Kremer, sales manager. Some of the general agents also spoke on efficiency in the field. A banquet was held in the evening followed by dancing.

PACIFIC COAST

LUNCHEON TO HONOR HELSER

Officials of California State Life Pay Tribute to Newly Named Manager of Coast Department

SAN FRANCISCO, CAL., Oct. 21.—Officials of the California State Life came to San Francisco this week to attend a luncheon given in honor of Charles W. Helser, recently appointed manager of the company's coast department. Among those at the luncheon were Benton Maret, manager of the field service bureau of the company; Benjamin Waterfall of the northern California territory, one of the company's leading personal producers; W. A. Atchison of Stockton, Cal., who also ranks as a leading personal producer; J. E. McGowan, associate manager of the coast department; R. E. Waterman and L. H. Cappel.

Mr. Helser gave some very interesting facts concerning life insurance as viewed from the outside, which he had had an opportunity to gather during the six months past, when he has been engaged in industrial activities in the bay district. He paid a high tribute to the life insurance man, quoting from his conversation with one of the leading manufacturers of New York City who said:

"The life insurance man is doing much these days to make the operation of business involving large capital possible. His service is as necessary as that of the banker and quite frequently I have observed that he sees even more clearly the fundamentals involved."

Writes Big Group Policy

A large scale plan of group insurance for employees of its member firms has been adopted by the Associated Industries, Seattle. Employers and employees will obtain group insurance on a cooperative basis at low cost through the Western Union Life. The policy gives coverage against death and total disability of either sex between the ages of 15 and 80 and no medical examination is required. Employees may obtain a maximum of \$3,000 insurance. In a firm where the risk is standard and the average age of the employees is, for example, 45 years, the premium rate will be 83 cents for each \$1,000 of insurance. Most firms will have a lower average age, and the premium rates will be lower accordingly. Each employee receives an individual policy made out to the beneficiary he selects. The policyholders will be protected in case of death from any cause, at any time or place, and from loss of earning power through total disability.

Address Seattle Underwriters

On a two-day visit to Seattle, returning from the regional convention of the company in Los Angeles, national officers of the Penn Mutual Life arrived in Seattle, Wash., last week. Four of the visitors spoke at a dinner before the Life Underwriters Association in the



The Systeman Security Holder

makes an ideal Christmas gift. A high-class leather container with the recipient's name stamped in gold upon it, is certainly a nice way to "remember" your clients and friends—and they'll remember you when they need insurance service.

The Systeman Security Holder is designed to provide a place for insurance policies, bonds and other valuable papers. Your gift will be in service constantly. It will be a perpetual advertisement for you.

The Price is \$2.25.

There is a large size at \$3.15.

Liberal quantity discounts.

Send me the attached slip and look over the Holder.

E. L. KAUFMAN

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

Telephone Wabash 3933

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name

Address

Double the Business with less than

A Quarter of the Salesmen

A review of the decade in which this has been accomplished shows:

1. Increasing income to the salesman.
2. Decreasing cost to the buyer.
3. Dividend Increases in each of the last three years.
4. More co-operation with our salesmen than ever before through

Careful Selection Required Training
Scientific Supervision
Direct-by-mail Advertising
National Advertising

**PHOENIX MUTUAL
LIFE INSURANCE COMPANY**

HOME OFFICE: HARTFORD, CONN.

First Policy Issued 1851

Premiums once reduced are permanently lower

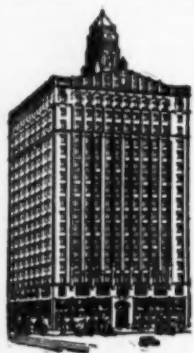
War, Flu or other catastrophe can not raise them even to their original level as would be the case in "participating" insurance if "dividends" were decreased or passed.

Do you know of any non-participating policies which provide for sharing in mortality savings and excess interest earnings? Premiums have been reduced under several forms of policies since 1919 and this unique feature is now regularly embodied in all forms of the low-rate non-participating policies issued by the

FEDERAL UNION LIFE

Home Office—Cincinnati, Ohio

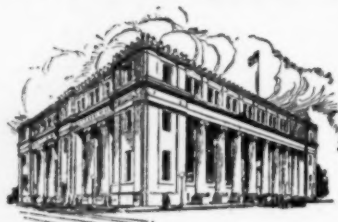
EQUITABLE LIFE OF IOWA



Now Occupies Its
**NEW 18-STORY
HOME OFFICE BUILDING
In Des Moines**

With increased facilities, it is now better prepared than ever before to render service to its policyholders, agents and friends.

Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets	\$ 7,804,230	\$ 40,113,271
Policies in Force.....	503,302	1,552,803
Insurance in Force...	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO

A Clean Cut Proposition

A real offer in the nature of a general agency for Omaha, Nebraska. Direct Home Office connection with a conservative Old Line Life Company.

If interested, it will pay you to investigate. All communications will be held strictly confidential. Address K-75, care The National Underwriter.

Masonic club rooms. Those in the party were: Paul E. Huttering, legal department; Ralph Humphreys, assistant to the vice-president in charge of agency work; Stewart Anderson, manager of the home office field service; Malcolm Adam, supervisor of the claim department; Dayton Roberts, manager of the investment department; Dr. J. P. Hutchinson, associate medical director, and M. L. Johnson, actuary's department.

Officials on Coast Trip

Harry E. Aldrich, vice-president and superintendent of agencies of the Equitable Life of Iowa, and P. M. Ray, assistant superintendent of agencies, who are on a trip to the Pacific Coast agencies of their company, arrived in Los Angeles last week and expect to spend several days in agency meetings with the southern California field force, of which Roy Sheldon is general agent. Mr. Aldrich is accompanied by his wife.

and they will visit relatives in Los Angeles while here.

Intermountain in New States

The Intermountain Life of Salt Lake City, Utah, is making preparations for opening offices in Oregon and Washington. The company has not heretofore been entered in these states.

Develops California Territory

The Ohio State Life is undertaking an active campaign for agency development in California, according to the announcement of Irving S. Hoffman, who has been appointed state manager with headquarters at Los Angeles. Charles C. Temple, formerly of Texarkana, Tex., has been appointed general agent for the Ohio State Life at Los Angeles. Mr. Hoffman was one of the organizers of the company in 1906, and has been a director ever since. For many years he was vice-president and general manager of agencies.

IN THE ACCIDENT AND HEALTH FIELD

INDEMNITY WAS CUT DOWN

Court Upholds the Company Where a Contest Was Made as to the Policyholder

Insured Under Preferred Accident Policy Held Not Entitled to Full Indemnity Where Injury Suffered While Engaged in Hazardous Occupation.—In *Emick vs. National Travelers' Benefit, Supreme Court of South Dakota*, 199 N. W. 595, the insured carried an accident policy under the company's classification AA or "Extra Preferred." His duties were given in the application as postmaster, also agricultural implement dealer. The application also stated that he was not engaged in any work with machinery other than driving his own car. Under this classification the policy paid \$1,250 for the loss of one foot.

The policy contained classifications of other more hazardous occupations as follows: Classification C, applied to farmers, and paid \$250 for the loss of one foot; classification B, applied to agricultural implement dealers, or merchants handling machinery, but the report does not show what indemnity this classification called for.

Testing a Corn Binder

The insured was injured while testing a corn binder in the course of his work as an agricultural implement dealer, and recovered a judgment for the full indemnity under his classification of "AA Extra Preferred," viz., \$1,250. The company appealed, and in reversing the judgment the court, in part, said:

"If respondent's [insured] application for insurance had accurately stated the facts, he would have been insured under class B, or there would have been a rider attached to his policy which would have entitled him only to the indemnity of class C if he was injured while farming and to the indemnity of class B if he was injured while handling agricultural implements. * * *

"We are of the opinion that the trial court did not err in denying appellant's [insurance company] motion that a verdict of only \$250 be directed against it, but we are of the opinion that under the undisputed facts respondent was not entitled to a verdict of \$1,250.

"If the record before us disclosed the indemnity respondent would have been entitled to under class B, we would modify and affirm the judgment in accordance therewith, but since the record does not disclose such indemnity we must reverse the judgment. * * * and remand the cause for a new trial."

Mrs. Emma S. Becker of La Crosse, Wis., a pioneer resident of La Crosse and mother of **Albert C. Becker**, manager of the Milwaukee agency of the New York Life, died at her home there following a lingering illness.

TWO INTERESTING DECISIONS

Appellate Division of New York Supreme Court Has Some Cases With Important Points

Evidence Held Insufficient to Support Verdict of Accidental Death.—In *Lindblom vs. Metropolitan Life* decided by the New York Supreme Court, appellate division, 205 N. Y. S. 505, an action was brought on a life policy of \$10,000 that provided for double indemnity in case of death by accidental means. It was issued on Aug. 17, 1922, and the insured died on Nov. 14, 1922, from carbolic acid poisoning which he administered himself.

Payment Was Contested

The policy contained a clause relieving the insurance company from liability in case the insured died by his own hand whether sane or insane within one year of its issue. The company contested payment of the policy on the ground that the insured committed suicide. The beneficiary on the other hand contended that the insured took the poison by mistake, instead of plain water, and that the death was accidental within the policy, as it was in evidence that sometime prior to the death of insured his physician had given him a solution of carbolic acid for external use. The trial in the lower court resulted in a judgment against the company. On appeal, the court in reviewing the evidence and reversing this judgment, in part, said:

Company Held Not Liable

"Carbolic acid is a substance which carries with it in its odor a vivid warning of its danger. The solution taken was quite certainly not the doctor's prescribed 10 percent solution in glycerine, but derived from a bottle of almost pure acid, which the insured had caused to be purchased for him at a drug store while he was still supplied with the milder 10 percent solution left by his physician. After taking the solution, no attempt to get help or cry for help is recorded; but, on the other hand the insured laid himself down upon his bed and covered himself with the bed clothes, where he was found in an unconscious state when his wife, a short time afterwards, entered the room. Added to this is the insured's financial embarrassment, the near due day of the next quarterly premium, the taking out of this large policy of insurance, while financially involved. * * * The evidence as a whole points to suicide with such certainty that in the interests of justice we feel that a new trial should be had."

Finding of Jury That Insured Did Not Commit Suicide Held Not Supported by the Evidence.—In *Unger vs. New York Life* decided by the New York Supreme

Court Appellate Division 205 N. Y. S. 527, an action was brought to recover on a life policy for \$5000. It carried a clause giving double indemnity in case of the death by accidental means. The plaintiff contended that the death of the insured was by an accident that should require the payment of \$10,000.

The company admitted liability in \$5,000, but declined to pay double indemnity on the ground that the insured committed suicide. The evidence relative to how the insured lost his life was, briefly stated, as follows:

The insured signaled to an elevator operator to stop at the floor where he was waiting. When the elevator was stopped, so the operator testified, the insured requested that the car be raised a little that he might look around on the ledge inside the door for a diamond ring he had lost. The operator then raised the car about a foot, and the insured got down on his hands and knees and jumped through the opening to his death below.

The insured's estate was, it appears, insolvent; on the day of his death he gave his children two bank books for \$1,200 for their benefit; and immediately before his death a witness testified that he had telephoned and said that unless he, the witness came over to his, the insured's office, at once it would be too late.

On the facts as they were related a jury in the trial court found that the insured did not commit suicide, and a judgment was rendered against the company for the double indemnity. From this judgment an appeal was taken and in reversing the judgment on the ground that the evidence did not support the findings of the jury, the court, in part, said:

"While there is a strong presumption of fact that decedent's death was not due to suicidal cause, yet these facts seem to rebut the presumption of accident, and with the testimony of the eyewitness of the circumstances surrounding the death that the door was but two feet wide, the raising of the elevator was but 18 inches, and that it would be almost impossible accidentally to have fallen into this narrow opening, to present a case where sympathy was allowed to overcome evidence. * * *

"The circumstances are such that, * * * the proof of suicide is so strong, * * * that the judgment should be reversed, and a new trial ordered, * * * on the ground that the finding of the jury that the decedent insured did not commit suicide is against the weight of the evidence."

Smith's Petition Is Denied

The Wisconsin supreme court has denied the petition of Insurance Commis-

sioner W. Stanley Smith for a rehearing of the injunction proceedings under which he had been restrained temporarily from revoking the licenses of a number of accident and health companies or refusing to renew the licenses. The companies secured the order when Commissioner Smith last spring refused to approve a number of policy forms submitted, demanding conformity to the standard provisions law as he construed it. The companies insisted upon their rights to issue accident and health policies of forms previously approved.

Liberalizes Non-Can Form

The Continental Casualty has announced that it will increase its hospital benefit provisions during the early period of disabilities, on policies with a waiting period, upon payment of a small additional premium. The company has been including a clause in its policy which provided a payment of 25 percent of the monthly indemnity from the first day of disability if the insured is resident and under treatment in a licensed hospital. This indemnity is payable for a period not exceeding three months. It will now issue a supplementary agreement for a small additional premium which will increase the hospital indemnity from 25 to 100 percent of the monthly indemnity for that portion of the period of hospital confinement which comes within the waiting period of the policy. Thus, regardless of the waiting period, hospital benefits are granted in full from the beginning of disability.

Continental Offers Bonus

The Continental Casualty has joined the ranks of those concentrating their efforts on disability policies with an elimination period, having announced a bonus offer last week for all business written on this basis between Oct. 15 and Dec. 15. The offer covers all classes of disability insurance, commercial, intermediate and noncancellable, and all Continental producers are eligible. During the campaign an 8 percent cash bonus will be paid on all accident only policies and all disability policies issued with at least a two weeks waiting period on the health feature. The company will also pay a 4 percent cash bonus on all full coverage disability policies and all disability policies issued with less than a two weeks waiting period.

Korrady Challenges Field

The San Francisco and Tulsa offices of the Missouri State Life recently engaged in a contest for the production of accident business. Karl B. Korrady, manager of the company's Chicago branch office, has gone into the contest, offering to take the men of his Chicago office and write more accident insurance between now and January than the Tulsa and San Francisco agencies combined. A very lively contest is anticipated as a result of the entry of the Chicago organization.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

JOHN HANCOCK'S NEW PLANS

Announces Complete Revision of Policies and New Dividend Schedule Greatly Increased

The John Hancock Mutual Life has announced a complete revision of policy forms and provisions in the ordinary department, together with a new dividend scale for 1925 which shows a material increase over that paid this year. The increase in the dividends ranges from 15 to 25 percent at different ages and under different forms. President Crocker, in making the announcement to the agents, says that the new scale is on the whole higher than the 1914 scale, effective at the time of the influenza epidemic and the war. The company has also increased the interest rate to be allowed on trust funds and install-

ments to 4.8 percent. The basis of calculation for settlement options has been changed from 3 percent to 3½ percent.

Policy Forms Revised

The company has completely revised the policy forms themselves. The lithographed border has been eliminated, the size of the policy has been reduced, the language has been revised and simplified and, in some parts, new features and liberalized conditions and practices have been included. In the future, the John Hancock Mutual will allow non-forfeiture and loan values after the payment of two full annual premiums. Surrender charges have been revised so that at the second year the surrender charge will be \$10 per \$1,000 of insurance, the third year the surrender charge will be \$5 per \$1,000 of insurance and after the third year the surrender value will be the full reserve under the policy.

The loan provision has been liberal-

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

Insurance Record, 1923

New Insurance . . . \$ 96,148,025

Insurance in Force . . . 719,421,634

Increase of \$58,623,876 which is 61% of the New Business

New England Mutual Life Insurance Company

of Boston, Massachusetts

Northwestern National Life Insurance Company

Minneapolis, Minn.

Mutual.....Legal Reserve

Assets.....\$16,666,178.00

Surplus.....\$1,427,367.00

Insurance in Force.....\$173,309,166.00

The COMPANY has \$109.37 of assets for each \$100 of liabilities

Rate of Interest Earned, 1923.....6.20%

Mortality, 1923.....41.3%

Liberal direct agency contracts available in Pennsylvania, Virginia, Southern Indiana, Southern Ohio, and Kentucky to men of ability and record of successful results in personal production and organization.

Prospects or Suspects?

HAVE you ever written three or four applications in a day—then wondered what caused it—and finally decided that you had devoted that day to **good prospects?**

Prospects are profitable. Suspects lose you money.

Agents working under the American Central Plan devote **every** day to **good prospects.**

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

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ESTABLISHED 1899
HERBERT M. WOOLLEN, President

NUMBER ONE IN A SERIES OF INFORMATION ADVERTISEMENTS

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ized in that, if a policy is not assigned and is payable to a revocable beneficiary, loans will be made on the sole signature of the insured. Some slight changes have been made in the total and permanent disability clause and to meet the needs of special cases and for long term endowments the company will issue a disability rider to age 65. The double indemnity clause is made payable even though total and permanent disability payments are being made under the policy. The new ten-year term under the policy will provide for conversion within seven years up to age 59, thus making the age limit for conversion the same under both the five- and ten-year contract. The application forms have been revised and simplified and a question to eliminate twisting has been included. A question has also been incorporated in the application through which the insured may elect the automatic premium loan feature and also the question under which the insured states whether he reserves the right to change the beneficiary. The new policies become effective Nov. 1 and all liberalizations will be retroactive to all policies in force.

The 1925 surplus distributions on policies issued in 1924 are shown as follows per \$1,000:

Age	Ordinary Rate	Div.	20 Pay. Life Rate	Div.	20 Yr. End. Rate	Div.
15...	\$15.86	\$3.37	\$24.30	\$4.15	\$47.70	\$6.31
16...	16.16	3.39	24.66	4.17	47.76	6.31
17...	16.47	3.42	25.02	4.21	47.82	6.32
18...	16.81	3.45	25.40	4.24	47.87	6.32
19...	17.16	3.48	25.80	4.28	47.95	6.33
20...	17.52	3.51	26.21	4.31	48.03	6.33
21...	17.90	3.54	26.65	4.35	48.11	6.34
22...	18.30	3.58	27.09	4.39	48.20	6.34
23...	18.73	3.61	27.55	4.43	48.29	6.35
24...	19.18	3.65	28.04	4.47	48.38	6.35
25...	19.63	3.69	28.55	4.51	48.48	6.36
26...	20.12	3.73	29.07	4.56	48.59	6.36
27...	20.64	3.78	29.61	4.61	48.71	6.37
28...	21.18	3.82	30.18	4.66	48.84	6.38
29...	21.75	3.87	30.76	4.71	48.98	6.39
30...	22.35	3.92	31.37	4.76	49.13	6.40
31...	22.98	3.98	32.02	4.81	49.30	6.41
32...	23.65	4.03	32.68	4.86	49.48	6.42
33...	24.35	4.10	33.37	4.93	49.67	6.44
34...	25.09	4.16	34.10	4.99	49.89	6.45
35...	25.88	4.23	34.87	5.06	50.14	6.47
36...	26.72	4.30	35.67	5.12	50.39	6.49
37...	27.59	4.37	36.49	5.19	50.69	6.51
38...	28.52	4.45	37.36	5.27	51.01	6.53
39...	29.51	4.54	38.28	5.35	51.36	6.56
40...	30.55	4.63	39.25	5.44	51.77	6.59
41...	31.67	4.72	40.26	5.51	52.20	6.62
42...	32.84	4.82	41.33	5.60	52.70	6.66
43...	34.10	4.93	42.46	5.70	53.24	6.70
44...	35.44	5.04	43.66	5.80	53.86	6.75
45...	36.86	5.17	44.92	5.92	54.53	6.80
46...	38.36	5.30	46.25	6.03	55.28	6.86
47...	39.98	5.43	47.67	6.15	56.13	6.93
48...	41.69	5.58	49.18	6.28	57.06	7.00
49...	43.52	5.74	50.78	6.40	58.10	7.09
50...	45.49	5.90	52.48	6.55	59.25	7.18
51...	47.57	6.09	54.39	6.71	60.53	7.28
52...	49.78	6.28	56.23	6.88	61.92	7.40
53...	52.14	6.48	58.29	7.05	63.47	7.53
54...	54.68	6.70	60.50	7.24	65.18	7.67
55...	57.37	6.93	62.85	7.44	67.07	7.83
56...	60.24	7.18	65.39	7.65
57...	63.32	7.44	68.10	7.88
58...	66.60	7.73	71.00	8.13
59...	70.12	8.03	74.13	8.40
60...	73.88	8.36	77.50	8.70
61...	77.90	8.70	81.12	9.00
62...	82.20	9.07	85.04	9.33
63...	86.81	9.47	89.26	9.69
64...	91.75	9.90	93.82	10.09
65...	97.05	10.36	98.75	10.52

Age	15 Yr. End. Rate	Div.	25 Yr. End. Rate	Div.	30 Yr. End. Rate	Div.
15...	\$66.38	\$8.04	\$26.86	\$5.31	\$29.94	\$4.67
20...	66.68	8.05	37.23	5.33	30.36	4.70
25...	67.07	8.08	37.76	5.37	30.99	4.74
30...	67.62	8.11	38.54	5.42	31.97	4.81
35...	68.43	8.16	39.79	5.51	33.56	4.94
40...	69.72	8.25	41.87	5.67	36.17	5.15
45...	71.90	8.41	45.35	5.95	40.47	5.50
50...	75.66	8.70	51.18	6.43
55...	81.92	9.20
60...	92.26	10.05

Age	15 Pay. Life Rate	Div.	40 Yr. End. Rate	Div.	50 Yr. End. Rate	Div.
15...	\$29.25	\$4.61	\$21.99	\$3.93	\$18.09	\$3.57
20...	31.53	4.81	22.61	3.98	19.06	3.65
25...	34.28	5.05	23.59	4.06	20.54	3.78
30...	37.61	5.33	25.13	4.18
35...	41.65	5.69	27.58	4.38
40...	46.62	6.11
45...	52.83	6.65
50...	60.82	7.33
55...	71.26	8.21
60...	85.40	9.41
65...	105.29	11.12

Southland Life

The Southland Life of Dallas, Tex., is removing war service restrictions from its policies beginning Oct. 15. This has not been made retroactive, since the old

clause restricts only the first ten years and will soon expire automatically in old policies.

GETS OUT CHILD'S POLICY

Farmers National Life Announces a New Twenty Year Endowment With Some Valuable Features

The Farmers National Life of Chicago has added to its line of children's policies a child's 20 year endowment which is considerably more liberal than a policy bearing the same title which was formerly issued.

This new policy is issued on children from one day to ten years of age and provides for very liberal death benefits which are graded in accordance with the age of the child up to age eight, when the protection is in full force. The premium rate is slightly less than on adults' 20-year endowment policies, and for a varying extra premium a rider will be attached providing for waiver of premiums in the event either of the death or of the permanent and total disability of the original beneficiary.

At maturity the insured has several options of settlement, ranging from a cash settlement of the face of the policy to choice of paid-up insurance amounting to more than three times the face of the policy.

The agents of the Farmers National have been writing insurance on the lives of children for several years on three different special forms which are offered by that company, including a previous less liberal twenty year endowment, an educational endowment at age 8, and a child's limited payment life policy.

Central Life, Kans.

The Central Life of Ft. Scott, Kan., has issued a new triple option endowment, limited payment, or decreasing premium life policy. This policy gives

all basic forms of old line life insurance in one policy.

Lafayette Life

The Lafayette Life of Lafayette, Ind., announces that the 1924 dividend schedule will be continued for 1925.

National Fidelity Life

The National Fidelity Life is putting on the market a set of old age income endowments maturing at age 55, 60, 65, 70. These contracts will be featured for their greatest possible value the balance of this year.

Maccabees

Another schedule of refunds has been published by one of the fraternal, the Maccabees, giving its figures for second year refunds. This fraternal adopted the reserve basis Sept. 1, 1922, and thus

only the two year refunds are shown. The annual rates and refunds on the principal forms at five year intervals are as follows per \$1,000:

Ordinary		20-Pay. Life		End. at 70	
Rate	Ref.	Rate	Ref.	Rate	Ref.
16.. \$14.40	\$2.70	\$22.50	\$2.97	\$15.60	\$2.74
20.. 16.15	2.75	23.65	3.01	17.30	2.80
25.. 17.90	2.82	25.95	3.09	19.60	2.87
30.. 20.20	2.89	28.80	3.17	23.05	2.98
35.. 23.65	3.00	32.30	3.29	27.65	3.14
40.. 28.25	3.16	36.90	3.44	34.00	3.34
45.. 34.60	3.36	42.05	3.61	43.20	3.65
50.. 43.20	3.64	50.15	3.86	57.60	4.12
55.. 55.30	4.02	60.50	4.20	80.10	4.85
60.. 72.00	4.54	75.50	4.65	125.00	6.34

Union Central Life

The Union Central Life has adopted a new schedule of dividends payable in 1925 on policies issued prior to 1924. This is an adjustment and dividends have not been reduced in any case.

WITH INDUSTRIAL MEN

HOLD COMPANY RESPONSIBLE

Required to Exercise Sound Judgment in Making Payment to the Proper Claimant

A decision has been rendered by the supreme court of New York in the case of Zornow vs. Prudential, to the effect that an industrial insurance company must exercise sound judgment in making payment of claims to the proper claimant. In this case, the decedent died without property, but with two industrial insurance policies issued by the defendant in the amount of \$171.50.

Facility of Payment Clause

The policies contained a facility of payment clause whereby the insurance company may make payment to any relative or to any person appearing to said company to be equitably entitled to the same by reason of having incurred expenses on behalf of the insured for his or her burial, and the production of the

receipt signed by said person shall be conclusive evidence that such payment has been made and that all claims under the policy have been fully satisfied. Upon the statements of a Mrs. R., a friend of the decedent, and the statements of the superintendent of the defendant to the effect that the policies provided a fund for the burial of the insured, the plaintiff, an undertaker, conducted the burial and funeral of the decedent. Mrs. R. made formal proof of death and claim to the defendant and upon her statement that she would pay for the funeral and burial, the defendant paid the amount of the policies to Mrs. R., of which facts the plaintiff had no knowledge. Mrs. R. by fraud and with the knowledge of agents of the defendant obtained from the plaintiff a receipted bill. The plaintiff having been appointed administrator of the estate of the deceased sued the defendant for the amount of the policies.

Held: It was the duty of the defendant to exercise not only good faith, but sound judgment in making payment to the proper claimant. The defendant

failed in these respects and the plaintiff may recover.

News of the Prudential

James A. Bibee has been appointed to the assistant staff of the Sacramento, Cal., district of the Prudential from an agency in the same district. A veteran in the business, with previous assistant experience in another section of the country, Mr. Bibee undertakes the duties of his new position well equipped to achieve exceptional results.

Agent Ray E. Franklin of Wichita, Kan., and Agent Marlon M. Crone of Ottumwa, Ia., have been promoted to assistant superintendent. Mr. Franklin will remain in Wichita and Mr. Crone will be assigned to an assistant in Des Moines, Ia.

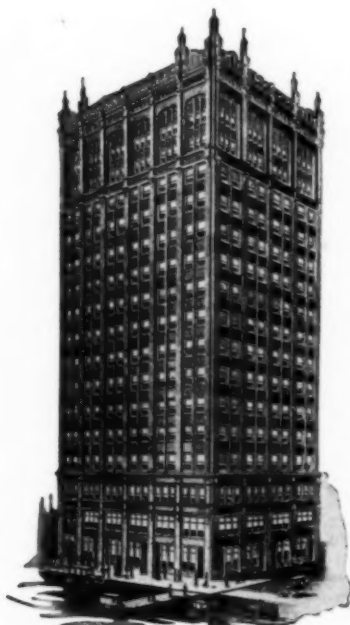
Ralph C. Morrow of Canton, O., has been advanced to assistant superintendent in the Canton district.

Beck Is Promoted

William Beck, formerly assistant superintendent of the Western & Southern at Chicago Lakeview, has been promoted to home office inspector in the northern division, succeeding Henry Wettlaufer, who was promoted to the superintendency of Chicago Douglas Park.

Penn Mutual's Southern Meeting

The Penn Mutual Life is holding its second annual southern regional convention at Atlanta on Wednesday, Thursday and Friday of this week. A delegation of home office officials and John W. Clegg, president of the National Association of Life Underwriters, will supplement the local talent on the program. This is the Penn Mutual's fourth and last regional convention this season. Arrangements are in charge of Edward E. Brown, Lawrence Willet and Dorion Fleming, of the southern field, and Ralph Humphreys, assistant to vice president, and Joseph M. Conover, purchasing agent, both of the home office. Special plans have been made for entertaining the wives and children of visitors.



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When you start figuring up your assets, do you take into consideration that sales agent of yours, "Good Will?" He never draws any pay; and you never saw him travelling around the country with a sample case. But if your company and your fellow salesmen appreciate old man "Good Will," he will be found travelling right along in front of everybody. He picks his companions carefully.

Are you acquainted with him? Peoples Life Agents know him well, and they've known him for a long time. He is one of their best friends. Ask one of them.

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INSURANCE COMPANY

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Universal recognition of LIFE INSURANCE as one of the world's most dependable investments has come gradually.

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NEWS OF LOCAL ASSOCIATIONS

Waukesha, Wis.—About 50 members of the Waukesha association, including members from all parts of Waukesha county, were present at the first regular fall meeting. Anthony Olinger, district agent for Old Line Life, and president of the organization, led the discussion, which centered mainly about the motives which prompt people to buy insurance. Open discussion brought out the fact that most of the agents believe 95 percent of life insurance is sold because of desire to protect the home, while the remaining 5 percent is sold for commercial or business reasons, largely because of the desire of large corporations to protect themselves against loss entailed by death of an important organization factor. William Bloomer, John L. Martin and Robert G. Morey led the discussion from the floor.

Baltimore, Md.—Mayor Jackson of Baltimore, and John W. Clegg of Philadelphia, president of the National Association, were the principal speakers at the monthly dinner and meeting of the Baltimore association.

Ten-minute talks were made by Frederick F. Lines of the Mutual Life of New York, R. R. Swigert of the John Hancock Mutual Life and Harold F. Phillips of the Maryland Life.

The names of 90 applicants for membership are now ready to be voted on by the executive committee.

Waterloo, Ia.—The Waterloo association has announced that it will conduct a school of instruction for beneficiaries of the federal adjusted compensation act to show them the value of their policies. Every member of the association has been pledged to confer with former

service men upon the handling of their policies and to illustrate to them its value. John R. Bunion of the Pacific Mutual addressed the recent weekly meeting on "The Cash Value of a Call" and H. P. Baird told of "The Cash Value of an Interview."

Cleveland, O.—Edward M. McMahon, general agent of the National Life of Vermont for greater New York, will address the Cleveland association Nov. 4 on "The Life Underwriter's Greatest Opportunity." The members have invited their wives to this luncheon meeting to give them a clearer understanding of the business. Mr. McMahon has been in charge of the National agency since April, having at one time been general agent for the Northwestern Mutual in Madison, Wis., later becoming associated with Dr. Albright, the star producer of the Northwestern Mutual. He is an alumnus of the University of Wisconsin, and was resident regent of the university for six years.

Louisville, Ky.—The Louisville Association held its first meeting of the season last Friday with Dr. G. B. Van Arsdale of the Equitable Life of New York as the speaker. Dr. Van Arsdale is educational director of the Equitable and in his talk presented some of the fundamentals in business getting and agency building.

Indianapolis, Ind.—E. Paul Huttlinger, statistician of the Penn Mutual Life, will address the Indianapolis association Nov. 6. Mr. Huttlinger is a graduate of the Temple University Law College and is an expert on inheritance taxes as related to life insurance.

SOME RECENT COURT CASES THAT INVOLVE LIFE INSURANCE

Where Examiner Failed to Ask Insured Concerning Cancer, Insurance Company Held Not Entitled to Compensate Following Death of Insured from This Cause.—In *Williams vs. Metropolitan* decided by the supreme court of appeals of Virginia, 123 S. E. 509, the insured died of cancer, and the company denied liability on the grounds that insured stated in her application she never had cancer. The facts surrounding the examination of the insured by the company's examiner were, briefly stated, as follows.

The insured, it appears, upon her examination gave the examiner a history of her previous sickness in reasonable detail and she was not asked any specific questions about her ever having cancer. On this state of facts the court in holding there had been no untrue material representations, and permitting a recovery under the policy, in part, said:

"It seems quite apparent that plaintiff's intestate informed the company's examiner in reasonable detail of her previous sickness and disabilities, and that he did not ask her any specific questions about or bring her attention to cancer. The company cannot complain of the decedent's failure to answer questions which its examiner did not ask her."

suit was filed on the policies. Drafts were forwarded in payment of the policies which the attorney for the beneficiary declined to accept unless an attorney's fee of \$100 was also paid. In declining to permit the taxing of attorney's fees in the situation as described the court, among other things, said:

Declares Suit Was Unwarranted

"Under the facts in this case, there appears to have been no reasonable necessity of bringing an action upon the two policies to recover the amount due thereon. The defendant conceded its liability immediately upon being notified of the death of the insured, and was ready at all times to pay the amount due upon the policies upon receipt of proofs of loss as provided by the contract. After proofs of loss were furnished, the defendant with reasonable dispatch was proceeding in the usual course of business to pay the amount due."

"When the facts were fully disclosed there was no bona fide dispute between the parties. The defendant was acting in good faith, and appeared to be anxious to pay its obligation under the contract. Under the facts disclosed by the record, we are of the view that no allowance of an attorney's fee should have been made."

Beneficiary under life policy held not entitled to attorney fees where unnecessary action was brought before insurer had time, in usual course of business, to make payment. In *Gipson vs. Metropolitan Life*, supreme court of Nebraska, 199 N. W. 541, the company admitted liability on two policies on the life of the insured at the time of his death. The company's agent informed the beneficiary that the policies would be paid, and offered to assist in executing the required forms. The beneficiary, however, had given the policies to her attorney, and when the local agent conferred with him he replied that he was handling the matter with the home office. Following this, before the company had been allowed time, in the usual course of business, to forward payment

Photographic copy of application for insurance must be readable by person with normal sight to be binding under Michigan statute. In *Eastman vs. Metropolitan Life*, Supreme court of Michigan, 199 N. W. 635, the plaintiff brought an action to recover on a life policy in \$1,500. The company denied liability on the grounds that the insured had committed fraud by misrepresenting his health when the application was made out.

Upon the trial the policy was introduced, and along with it a photographic copy of the application about two-thirds the size of the original application. This photographic copy, it appears, was printed in very small type, and the plaintiff contended that it did not comply with the Michigan statute in respect to

copies of application for insurance, because, it was claimed, it could not be read by the normal eye under normal conditions. The section of the Michigan statute involved provided:

Michigan Statute Involved

"All statements made by the insured, shall, in the absence of fraud, be deemed representations and not warranties, and that no such statement shall avoid the policy unless it is contained in a written application and a copy of such application shall be indorsed upon or attached to the policy when issued."

This then raised the question of whether or not the photographic copy of the application complied with the statute. The plaintiff introduced evidence that tended to prove that the copy was not readable, the contention being that the statute contemplated a readable copy. The defendant, on the other hand, introduced evidence that went to show that the copy was readable. On this conflicting evidence the jury returned a verdict for the plaintiff. In affirming the judgment rendered thereon for the plaintiff the court, in part, said:

What the Court Said

"The test which the court laid down by which the jury was to determine whether the copy was legible was 'whether it may be read by a person of normal eyesight under normal conditions and with reasonable ease.' We think this was a proper test and, undoubtedly, one which was contemplated by the legislature when the act was passed. It would be idle for the legislature to prescribe a notice to be posted that could not be read by the normal eye under normal conditions."

Question of Being Seen

"In the present case the provision that a copy of the application should be attached to the policy was inserted for a purpose, and that purpose was to enable the insured to know at all times just what representations he had made to obtain the insurance * * * and thereby lessen the controversies which were continually arising after the death of the insured over claimed fraudulent representations made by him to obtain the insurance. * * *

"The question involved here is not one of construction of the language of the application; it is a question whether you can see the language with the normal eye. That question does not involve any legal skill. The proofs being in direct conflict as to whether the normal eye could read the photographic copy under normal conditions with reasonable ease, it was a question of fact for the jury."

* * *

Where Life Insurance Policy Not Assigned in Accordance With Its Terms Suit on Policy Cannot Be Maintained.—In *Security Mutual Life v. Bankers' Trust & Audit Company*, Court of Appeals of Georgia, 124 S. E. 53, a suit was brought on a policy by an assignee. The policy contained the following stipulation relative to the binding of the insurance company by assignment:

"No assignment of this policy shall be binding upon the company unless it be filed with the company at its said home office. The company assumes no responsibility as to the validity of an assignment."

The plaintiff in the action, it appears, did not show in its petition that the requirement of the policy had been complied with. In holding on these facts that the action could not be maintained the court, in part, said:

"Where the amended petition, brought by an alleged transferee for value of the policy, fails to show that the alleged assignment was ever filed with the insurance company at its home office, and fails to show any waiver by the company of this provision of the policy, the petition does not set out a cause of action and should be dismissed on general demurrer."

* * *

Agent's acceptance of premium note held to constitute payment and to bind insurance company. In *Darby vs.*

Each Month the Agents of This Company Write Its Advertisements

Hugh S. Jeffrey Wrote This Ad:



HUGH S. JEFFREY

The author of this advertisement has been connected with this Company for over twelve years and holds a record among agents and general agents that any insurance man might envy. He has belonged to the Company's Consecutive Weekly Production Club since its beginning and has always listed first in honors among all other clubs of the Peoples Life. Work and Service have been his watchwords and have been the twins of his working program that has brought to him outstanding success in his chosen profession. Hugh Jeffrey has the vision of and the belief in the human side of Life Insurance which in a great measure accounts for his loyalty to his Company and his policyholders.

REAL HUMAN SERVICE

No greater trait of character has any man than that of unselfishness. It is the determining factor that has advanced mankind from the primitive stage of savagery, through the stages of barbarism up to the present high stage of humanism.

It takes a strong character to appreciate beauty in nature; a stronger character to appreciate beauty in the fine arts; and the strongest character to appreciate beauty in the lives and deeds of other men.

The men who carry life insurance, as well as the men who sell it, are truly unselfish. They appreciate beauty in the lives and deeds of others, and are the factor bringing about the brotherhood of man and the fatherhood of God.

The Peoples Life Insurance Company of Indiana is one of the prominent institutions helping to extend this great humanistic movement. Their service, both policyholder and agent, is second to none.

If you are interested in selling insurance and thereby doing your part in helping to render this greatest of human service write the

PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

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INDIANA

General Agency Openings In the Following Cities:

OHIO	INDIANA	ILLINOIS	MICHIGAN	TEXAS
Akron Alliance Cincinnati Lima	Terre Haute Vincennes Gary Hammond	Peoria Rockford Springfield Danville	Battle Creek Grand Rapids Kalamazoo Detroit	Amarillo Lubbock Paris Waco
	TENNESSEE	IOWA	ARKANSAS	
	Knoxville Chattanooga Nashville	Des Moines Davenport Cedar Rapids Council Bluffs	Little Rock Fort Smith Helena Batesville	

Northwestern Mutual Life, supreme court of Missouri, 264 S. W. 372, an action was brought on a policy. The company defended on the ground that the policy was not in force at the time of the death of the insured because of default in payment of the premium.

The evidence showed that the insured had defaulted in the payment of a premium. Upon being visited by the agent the insured gave said agent his note for the premium, with the understanding that insured would be examined upon a certain date with the view to reinstating the policy. The note was sent by the agent to an officer of the company, and was held for ten days. In the meantime the insured had taken sick, was never examined for reinstatement and upon his death the company tendered the note back to the insured's

widow. In holding there was ample evidence to support a finding that the acceptance and retention of the note constituted a waiver of lapse of the policy, and in affirming a judgment against the insurance company the court said:

"In our opinion there was ample evidence for the jury to have found that the company through its agents waived a strict payment of the premium according to the terms of the policy.

"There seems to be a consensus of the authorities upon the question that an acceptance of the payment of the premium on a life insurance policy after it is due, and after the expiration of the days of grace, waives the failure to pay such premium within the time prescribed by the policy. * * *

"It also seems well settled that, if an

authorized agent of an insurance company takes a note in payment of a premium and treats the same as a payment of the premium, this constitutes a payment of the premium so as to bind the company issuing the policy. * * * Finding no error in the record, the judgment is therefore affirmed."

Effect of Group Insurance

The Ohio legislative fact finding commission was in Cincinnati recently making inquiries relative to minimum wages paid to women. It was noteworthy that employers who were carrying group life or disability insurance brought this prominently to the attention of the fact finding commission as an evidence of the efforts which they were making to provide superior working conditions for their employees.

DANIEL BOONE TAKEN HOME

President of the Kansas City Life Suffered an Acute Attack at American Life Convention

KANSAS CITY, MO., Oct. 22.—Daniel Boone, president of the Midland Life here, was brought home, arriving Monday. He was taken direct to St. Lukes Hospital. Mr. Boone is out of pain but very weak. It is not yet decided whether an operation will be necessary. The situation looks hopeful that he will continue to improve and that an operation will not be required.

Stricken at Convention

President Boone was stricken while at the American Life Convention at New Orleans, suffering great pain from a stone in the kidneys. He was taken to a hospital there.

Calls on Policyholders to Vote

The National Life U. S. A. has issued a leaflet headed "Stockholders' meeting of the U. S. A., Nov. 4. Attend and vote; vote as you please, but vote." Some surprising statistics are given as to the lack of interest in national elections, such as that in 1920, 27,000,000 people stayed away from the polls, while 26,000,000, a minority of all the voters, elected the president. The percentage of eligible voters who went to the polls and voted has decreased steadily from 80 percent in 1896 to less than 50 percent in 1920. A table is given showing the total number of eligible voters, and the number who actually voted, in each state.

Contest Right to Renewals

An important case involving an agent's right to renewal commissions was argued before the Kentucky court of appeals last week and taken under advisement by that court. The case is that of C. P. Thurman vs. Northwestern Mutual Life. Mr. Thurman is now state agent in Kentucky for the Continental Fire and was formerly a district agent for the Northwestern Mutual Life. He sought recovery of renewal commissions due after he terminated his contract with the life company. The lower court held that when he terminated his agency, he also terminated right to compensation. The contract provided that the renewals would be due the agent for nine years, without further service, except that specific exemption was given to the termination of the contract within three years by the agent himself or by the company for cause.

Lovell Made Agency Director

A. C. Lovell, for the past year in charge of the St. Louis city agency of the American National of St. Louis, has been promoted to the position of agency director. He succeeds Frank W. Engel, who has joined the Franklin Life organization. Mr. Lovell has grown from the bottom of the ladder, carrying a rate book in his early days in the insurance business. Later he became a general agent and then organized his own agency and later his own insurance company, but afterward concluded his best field was in the agency end of the business. He has been very successful with the St. Louis agency.

Life Notes

Mrs. Mildred Derse, wife of Willard Derse, special agent in Milwaukee for the Northwestern Mutual Life, died at a local hospital shortly after the birth of a daughter. Mrs. Derse was prominent in social and musical circles of Milwaukee, having been at one time chorus director of the McDowell Club.

McClellan Spriggs, district agent of the Travelers at Woodsfield, O., died suddenly after more than 20 years of service with the company. He first became connected with the company in the life and accident departments in 1903. Since 1911 he has represented also the liability and indemnity departments.

Not a Commodity, But a Service

AN ambitious broadcaster lately held forth in New York on the subject of church advertising. He seemed to consider religion as a commodity which the churches had to "sell," and to think that success was a mere matter of salesmanship.

Life insurance has latterly fallen into the same grotesque error. Companies and agents are more and more talking about the "sales organization," "salesmanship," and "selling" life insurance. People sometimes get infatuated with a word, and "salesmanship" is just now a favorite word.

The Gospel is not a commodity, and the church has nothing to sell. Life insurance is not a commodity, and the agent has nothing to sell.

The Gospel of the churches and the Gospel of life insurance teach right ways of living, teach duty, and duty is a very broad word, meaning in both the church and in life insurance pretty much the whole duty of man.

The church strives to render service. So does life insurance. Certainly the life insurance agent does not "sell" a commodity. He persuades men to enter into contracts with their fellow-men, through a responsible corporation, in order to protect their families in case of their own premature death, and in addition to protect society, to teach good citizenship, and to save money or themselves if they live long.

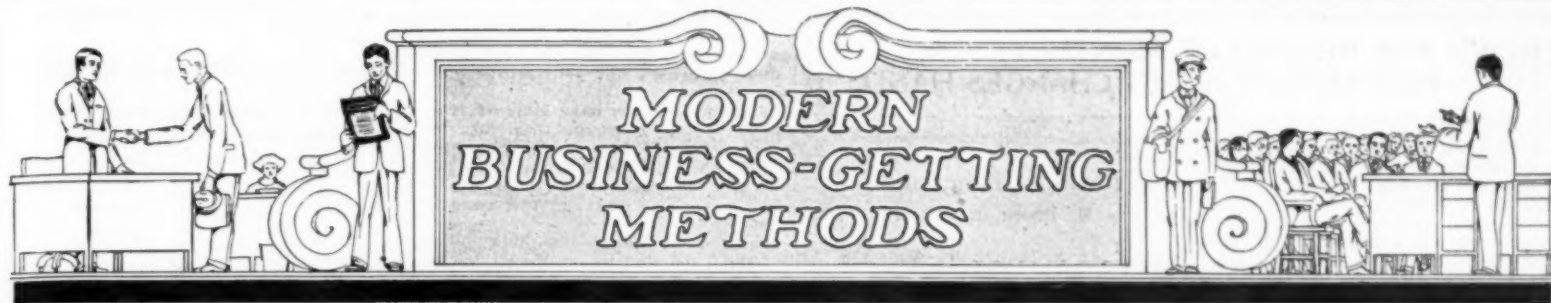
Persuading a man to provide for his family and his own old age, or to open a savings-bank account, is not "selling" him anything. It is doing him a service. If he accepts your service he at once becomes a better husband and father, a better citizen, and a happier man.

A mutual life insurance company is truly a public service corporation. Its business is to preserve and conserve through that co-operation which lies at the very heart of a free society and an orderly government. Life Insurance struggles against the world's general disposition to waste—to waste property, to waste life; it saves for the community quite as much as it does for the individual.

When an agent for the New York Life attempts to "sell" you a policy tell him he doesn't know his own business, that he is missing the fine flavor of his own profession. We have nothing to "sell" you. We have a great service to render; and any agent of the Company will be very glad to talk with you about that service.

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President



Specialization in Selecting Prospects Urged by Paul F. Clark of John Hancock; Agent Must Make Use of Every Contact

PROSPECTING as one of the agent's biggest problems was the topic of Paul F. Clark, home office general agent of the John Hancock Mutual Life at Boston and third vice-president of the National Association of Life Underwriters, in an address recently before the New York Association of Life Underwriters.

Mr. Clark said that specialization is a great help to the new agent as well as the older one in selling insurance. Too many agents spread out over too large a field in selecting their prospects particularly when they are new to the business before they are prepared to do so. He said that in his agency each agent is studied when he starts out and is picked for one particular policy which he is taught to sell first. After he has shown that he can make a living selling that one policy he is allowed to branch out to some extent if need be.

Writing Big Policy Nearly Spoils New Man

Mr. Clark said that one of the big producers in his agency when new to the business was writing a big volume of business during his first 40 weeks. He was considered a real find. Then one day he wrote a big inheritance tax insurance policy and immediately became convinced that he was made for better things than selling twos, and fives and tens. In fact he thought that \$50,000 was about as small a policy as he could devote his attention to. The result was that for nearly a year he hardly wrote anything at all and it was only after he was repeatedly exhorted by his manager to get back to earth that he began producing again.

Earl Manning, leading personal producer in the Boston agency of the John Hancock, sells only two kinds of policies, endowment in series and term. Mr. Clark said that in his own experience if it had not been for the fact that he specialized on mortgage insurance during the first year of his life insurance career he does not believe he would have survived it. He said that a great many agents overlook the fact that mortgage insurance is one of the easiest kinds to sell and the easiest of all to present. In picking a policy for each man his previous experience and claims is considered. For instance a lawyer is picked frequently to sell business insurance because of his knowledge of business affairs and the documents connected with partnerships, etc.

Best Way to Make Contact Is Through Friends

The life insurance salesman must make contacts and one of the best ways to do it is to use his friends. By that Mr. Clark said he did not mean necessarily that the agent should spend his time soliciting insurance from his friends but he should use his friends in obtaining prospects. He insisted, however, that the agent must be willing to give something in return for this favor on the part of his friends. One of the best ways to make many contacts and give something in return for it is to become active in civic organizations. There is a



PAUL F. CLARK

lot of work to be done here but the life insurance agent will find that he is many times repaid. Sometimes a man will refuse to use his connections because he has somehow got an idea that that is not the way to do business. He will often be waiting at the post while another agent with connections not as valuable is making the best of them and having his friends turn business in for him. Mr. Clark related the case of an agent in his office who is out to break the world's record for a number of applications written in one month. He has organized a club called "Sanborn's 200," each one of which is pledged to help him obtain one application during the coming month. All of them are going to do it and do not feel that they are imposed upon.

Golf and Music Helped Two Agents Get Started

Sometimes a new agent does not seem to get going for the simple reason that he has not made use of his connections and does not get the necessary contact. He mentioned one man in his agency who apparently could not get on his feet and get started. Finally they discovered that he was a good golf player. They got a membership for him in a golf club and urged him to become active in its organization. In a comparatively short time he became treasurer of the golf club and has written many hundreds of thousands of insurance on members of the club. Another man who seemed to be a total failure was one whose friends said of him, "All he can do is sing." This just about seemed to be the case at first but at the suggestion of his manager he became active in a glee club and has since written \$180,000 of insurance on members of the club.

Experienced life insurance men who are sufficiently well versed to write business insurance can do well to watch carefully in the daily newspapers for all new incorporations and follow them up for

business insurance. Every life insurance man should know the officers of at least one bank. Through these acquaintances he should be able to keep in touch with business deals and where big loans are made, the security of which depends upon one or more of the active members of the concern, life insurance is needed. If the bankers can be shown to what extent they need life insurance protection in a loan of this kind they can be counted upon to turn over to the agent some nice business.

Mr. Clark said that his agency believes in circularizing for prospects. He mentioned that a great deal of emphasis has been placed on proper selection of your mailing list. He said this is of course important but he does not believe the letters a good many agents use are prepared carefully enough. A great deal of thought should go into a form letter. In his agency it is a custom to type individually each letter that goes out. If a letter does not bring 15 percent return they throw it away. Some of the letters bring as high as 35 percent. All of these replies are of course followed up closely, and it pays as well to follow up those who do not reply.

Follow Up Prospects Even If They Don't Reply

He told of one agent who complained that he had no prospects and he advised him to circularize a list of undertakers because no one else seemed to have done so. The usual percentage of replies came in which were followed up by the agent. However, he did not take his manager's advice and follow up those who did not reply. Not long afterwards a broker came in and asked Mr. Clark to come out and help him close a case. The broker said he did not know much about life insurance but these people referred him to the John Hancock and he wanted some assistance. The manager went out and closed an excellent business insurance case on two brothers who were in the undertaking business. He was rather surprised at their having mentioned the John Hancock and so asked them about it. One of them replied: "Not long ago we received a letter from a man in your office, I believe his name was Smith. He certainly outlined in his letter a mighty fine proposition that was just what we wanted. He did not come around, so we turned the matter over to Mr. Jones here, who writes our fire insurance for us, and we asked him if he could place it."

Prospect Clearing House for the General Agency

One excellent suggestion made by Mr. Clark concerned the establishment of a prospect clearing house in every general agency. He said that in his agency it had worked out very well indeed. One man is appointed whose job it is to handle the clearing house of prospects. Whenever an agent finds out that he is unable to land a prospect, instead of tearing up the card he turns it over to the clearing house. These cards are not passed out indiscriminately to other agents. The clearing house man instead studies each agent's clientele, the kind of business he seems to be able to write best, and tries to fit the prospect to the agent. In other words if he believes upon studying the prospect that he is a business insurance prospect he turns the card over to a man who has been successful in writing business insurance. If

it is a case of family protection he turns it over to someone who has been successful in writing ordinary life or some form for family protection. If the occupation of the prospect is one that seems to be in line with the contacts of a certain agent, he is the one who receives the card. Some very big cases have been written in this way upon prospects who were considered "hard nuts" that could not be cracked.

Toward the close of his address Mr. Clark said that he wanted the agents to get at least three ideas about selling insurance which in his mind were the answers to the question of "Why they don't buy." The first of these was "Be different."

"How many people here have ever been to the same show 10 times?" he asked.

No hands were raised of course and he then went on to say that the insurance agent should consider that the prospects did not like to see the same show 10 times. The agent wants to remember that many of the prospects are solicited many times every month for life insurance and are not particularly impressed by receiving the same old line every time. When the curtain goes up a new show should be on the stage. The agent should try to present his material in a different way.

The second point was, "Be positive." The agent should work himself into a position where he can be positive with his prospect. He must get on good terms with him that he can "talk turkey" and tell him what is what. A great many of the old fashioned salesmen whose success no one could understand were successful merely because they were always positive.

"Be definite" was the last of the three admonitions. He said that in his agency they never let a man go out of the office to a prospect without a written proposal. This rule is made because the agent in making such a proposal is bound to find out something about his prospect and his chances are many times better if he approaches his prospect with a definite program. Even more than that, it is desirable that the agent should take with him an application all filled out except the signature. A good way to handle this application is to throw it on the desk of the prospect, folded, when you sit down to open up the conversation. "Let him get used to seeing it," said Mr. Clark. "Put it on the desk when you start in and you will not have to pull it out at the crucial moment. When you want the signature all you need to do is open up the application as it lays before him and say, 'Write your name here just as I have it at the top.'"

PUBLIC LIFE SELECTS AUSTIN AS PRESIDENT

(CONTINUED FROM PAGE 1)

prominent in the middle west, being insurance superintendent in Illinois for two years 1922-3. While in office, he was particularly interested in life insurance, being the author of the anti-twisting bills which were introduced in the legislature. His private connections have been in fire insurance, having been one of the prominent adjusters in Chicago. The other officers named were: A. L. Williams, second vice-president; Joseph Baumruk, third vice-president; and C. W. Kuhn, secretary-treasurer.

CROWN FOR RECORD OF MONTHLY PRODUCTION AGAIN CHANGES HANDS

ANOTHER world's record has been established. C. H. Smith, manager in Cattaraugus county, N. Y., for the H. A. Vidal agency at Buffalo of the National Life of Vermont, wrote 262 completed cases between Sept. 15 and Oct. 15, inclusive, a 31-day month, and every application was accompanied with an advance payment. He claims the world's record for the greatest number of lives procured with advance payments accompanying applications in a single month. This record was made in 27 working days, with an average of 13.63 hours a day—no applications were written on Sundays.

Great Spurt at End

Mr. Smith in this period wrote a total of 288 cases for \$382,300 of insurance with advance payments and had \$85,000 more ordered on the original applications, making a gross of \$467,300 worth of insurance for his month's work. In spite of the fact that five doctors were working on his cases, they were unable to keep up with his work. Two days before the finish of the whirlwind drive he had 199 cases completed, so that 63 were completed, some of which were also written, in the last two days. One reason the physicians were unable to keep up their end was because much of Mr. Smith's business was written in country districts and scattered. This put him to the necessity at the last end of his campaign of writing considerable new business in the village of Cattaraugus to replace business he had already written at some distance from town.

Others Set the Pace

The obstacles and discouragements which Mr. Smith ran up against in the last few days of his drive were many. To begin with, Mr. Smith was working to beat a world's record of 221 applications in a single month, 209 of them completed, secured by Dan V. Edmundson, Birmingham, Ala., during August. He had this record safely beaten with 224 applications on Oct. 10 and on that day the news reached Buffalo and was wired to Mr. Smith at Cattaraugus that three different men had smashed the old record during September, the highest, Earl M. LaPlant of Sturgeon Bay, Wis., going over the top with 251 completed applications for the month. And coupled with this fact, his physicians were already far behind in examinations as is indicated by the fact already stated that up to the last two days of the canvass they only had 199 cases completed. Up to the time this news of a new record arrived, Smith had not worried so much about the physician's end of the work because it was reasonable to expect that with some pushing they would succeed in examining enough of the applicants already signed up to put him safely over the mark in the five or six remaining days. But a new record of 251 was a different proposition.

Mr. Smith's motto is that a man succeeds in accordance with the effort he puts into a proposition and he certainly injected a lot of pep into the final days of the campaign, working on his physicians and writing new business at the same time.

Was Unique Record

Beyond any doubt, the most remarkable thing about this new world's record is the fact that every single one of the 288 cases written was accompanied by an advance payment. In fact, Mr. Smith has not taken a single policy without an advance payment for 27 consecutive months.

Cattaraugus county, where Mr. Smith worked, is a farming district. There are no cities. Cattaraugus, where 90 per cent of his business was secured, has something over 1,500 population and all of this business, with the exception of a very few policies, was written within

World's Champions

Harry B. Rosen, New York City	157
H. E. Scott, Demopolis, Ala.	176
A. H. Hammond, Nashville Tenn.	180
R. M. Vandiver, Montgomery, Ala.	182
Dan V. Edmundson, Birmingham, Ala.	209
R. Keith Charles, Timmons-ville, S. C.	235
Jack Wilson, Houston, Tex.	247
E. M. La Plant, Sturgeon Bay, Wis.	251
C. H. Smith, Cattaraugus, N. Y.	262

For years the record set by Harry B. Rosen of New York for a single month's production of new business stood as the world's record at 157 completed applications. In June of this year H. E. Scott of Demopolis, Ala., set a new mark and precipitated a race such as has never been seen. Each week sees a new champion. This week it is C. H. Smith, of Cattaraugus, N. Y., and the mark now set for others to shoot at is 262.

a radius of 14 miles of Mr. Smith's home town.

Kept Prospect List in Pocket

Another remarkable fact about Clarence Smith's achievement is the fact that he started his campaign with virtually no plan at all. H. A. Vidal, manager of the Buffalo National Life agency, sold Mr. Smith on the proposition following the summer convention. He knew that if Smith once convinced himself he could do this thing that he would carry through. Incidentally, he sold Mrs. Smith on the plan. That was two or three days before Sept. 15 and there was no time to lay any plans, let alone accumulate prospects. The night before the start, Mr. and Mrs. Smith worked out a prospect list of 60-odd names. He put this into his pocket on the morning of the 15th and did not look at it until the last day of his drive. Checking up on that day he found he had written 53 of the prospects.

Mr. Smith made a rule the first day that he would not interview a single prospect unless his reason, hunch, instinct, intuition or whatever you will, told him conditions were favorable to sell the individual. This rule he followed throughout.

Wide Acquaintance Turned Trick

For instance, one morning on the streets of Cattaraugus he noticed a friend of his, a rural mail carrier, driving along some distance ahead. "Go after him—he's ready for some insurance," Smith's wee, small voice told him. He did.

"That's a funny thing," the mail carrier remarked after Smith had told him why he had hailed and stopped him. "I was just thinking as I drove along my route yesterday that I ought to increase my insurance now since I got my last raise. I think I can stand \$5,000 more."

Of course, Clarence Smith could not have worked along the lines he followed if he hadn't known so many people in his home town and the country villages surrounding. He has a reputation for knowing pretty near everyone in Cattaraugus county, and he has a memory that readily retains lots of facts about the families and personal affairs of the people he knows. He remembers birthdays, anniversaries and many little things that people like to be congratulated on once in a while.

Smith wrote the first 23 men he talked with and then lost one. "I've lived 51 years without any insurance and guess I don't need—" the 24th prospect began.

"All right—if you have gone 51 years without seeing that you need any life insurance you'll have to excuse me," said Smith. "I haven't any time to talk insurance to you now—I'm trying to break a world's record." And away he went.

Smith wrote 20 more without a skip and then lost two in succession. After that he ran up past the 100 mark without a break, making 97 applications out of the first 100 interviews. In fact, his 288 applications were written out of 338 interviews, which is in itself quite a wonderful record of closing. It is worth noting that out of his total only 62 old policyholders were closed, 226 being new policyholders with him.

Employed Snappy Canvass

In establishing his record, Mr. Smith used a snappy canvass. He put it up to his prospects as an opportunity to help him break a world's record, thus bringing honor to a fellow citizen and to the town. Of course, he touched on the value of the insurance to the prospect—in other words, he made it clear to the prospect that he was only asking of him something that he ought to do anyway, for his own welfare. He had previously gone exhaustively into the subject of life insurance with many of these prospects anyway. He found his prospects everywhere—in the streets, in stores, along country roads, in the barn milking cows, working in the fields, in their homes—everywhere, in fact. Where the man was or what he was doing didn't matter to Smith—the main point was whether his intuition told him when he saw the prospect whether this was the right time to approach him or not.

Many cases were written before breakfast. Up at 5 and at work before 6, Smith made the most of his early morning hours and he found it oftentimes paid. He also made good use of his evenings, generally working late. One day up to 6 o'clock he only secured two cases. That night, after supper, he wrote 12 applications.

Smith's average hours worked was 13.63 hours a day. He secured about five hours sleep a night. He travelled an average of 45.37 miles a day, using his touring car constantly. He was not ill at all, but the last two days of his drive suffered from a headache. He came out with no physical ill effects, but it is to be noted that he lost eight pounds of weight.

Used Ad Appeal

During the second week of his campaign Smith found that he was up against a stock company show in town, which interfered with his night work. It seemed that all of his prospects had gone to the show, and it was impossible for him to do much work until after 10:30 o'clock. Nevertheless he kept plugging and wrote many cases between that hour and midnight.

Along in the middle of his campaign, Smith used some advertising in the local moving picture theater. This was the message flashed on the screen:

"Hello, folks! I want to tell you about something. As most of you know, I'm in the insurance business. Well, sir, I'm out to beat the world's record for the number of applications in a month. The record is now held by a man in Birmingham, Ala., with 221 applications.

"I want to show 'em that a Yank can beat anything that ever grew south of the Mason-Dixon line. So far, I've written 154 applications in the first 12 days—I've put in about 14 hours a day and covered nearly 500 miles around here.

"I've just naturally got to beat that record!! With the start I've got, I believe I can do it—but I'll need your help. Let's put the home town on the map with a world's record!!!

"If I get it, Cattaraugus is going to get a lot of publicity in the insurance papers all over the country. Two hundred and twenty-one to beat—a month

to do it in and I've got 154 already in 12 days. Let's go!"

EQUITABLE ENTERS NEW HOME

All But Executive Department Transferred in Record Breaking Time—Securities in Old Bank

Several of the largest departments of the home office of the Equitable Life of New York were transferred to the new building in record breaking time recently. A large portion of the home office staff sacrificed the Saturday half holiday and the Monday full holiday, Columbus Day, and made the transfer in 12 hours less time than had been deemed possible even under the most favorable conditions. The actuary's department, bureau of issue, medical department, inspection department, bureau of claims, assistant treasurer and cashier's department, were removed under the supervision of Second Vice-President Leon O. Fisher. Business was resumed Tuesday morning without interruption.

This sacrifice of holidays and hearty cooperation on the part of the staff shows its loyalty to the company, and in a letter to the employees expressing his gratitude, President W. A. Day recalled that this same spirit of willingness was shown upon the occasion of the burning of the original Equitable building in 1912.

All except the executive department of the Equitable of New York have removed to the new home office. It is not known just when the executive department will be moved. The chances are that there will be no change until after the directors' meeting the first of next month. The securities of the company are still in the old vaults, the new vaults not being ready to receive them. Legal

SERVICE BUREAU TO GO ON AS AT PRESENT

(CONTINUED FROM PAGE 1)

to any great extent. Yet the Travelers which pays the largest assessment of any company to the American Life Convention is perfectly content with the move and declares that the American Life Convention is worth to it, and to the business as a whole far more than the assessment paid.

The American Service Bureau will undoubtedly continue under the leadership of Dr. E. G. Simmons, its president, who is vice-president of the Pan American Life. The special committee appointed to investigate the bureau complimented Dr. Simmons on what he had done in the organization of the bureau. It has been a service of love because there was no remuneration in it for him. He has given much time and thought to it. Undoubtedly he has had to sacrifice his own business at times. It is hoped by the next meeting to have the bureau on a firm basis, where the American Life Convention companies can feel that it will paddle its canoe without further help.

The executive committee of the American Life Convention is composed of an unusually able body of men in whom the convention members have confidence. The committee of course will be in closer touch with what is going on and will take a deeper interest in promoting the welfare of the American Service Bureau.

Winslow Russell, vice-president and agency manager of the Phoenix Mutual Life was elected chairman of the American Society of Sales Executives at its annual meeting Oct. 10, at White Sulphur Springs, W. Va. This organization is composed of one sales executive from each of the 35 leading industries of the country. Other officers elected were Edgar J. Little, branch manager of the Wahl Company, New York City, secretary, and F. H. Dickinson, sales manager of the Tidewater Oil Sales Corporation, New York City, treasurer.



The Hall of Fame

This beautifully furnished and paneled room in the Illinois Life Building was planned solely for the comfort and entertainment of visiting agents and their wives.

The frames in the right and left panels at the end of the room contain the Honor Rolls for the year 1922, the home-office-building year. The two pictures in the central panel are of Calvin Coolidge and Charles G. Dawes, each of whom spoke on August 5, 1922, at the Corner Stone Laying ceremonies. It was the first time

that these two distinguished Americans made a public appearance together.

The setting aside of the beautiful Hall of Fame for the use of the visiting members of the Illinois Life's agency family is just another indication of the fact that this Company has not yet grown so big that the folks at the Home Office have lost that close personal relationship and friendship with the men in the field which is so much appreciated by that type of man who likes to feel that he is working with a company rather than for it,

Illinois Life Insurance Company CHICAGO

JAMES W. STEVENS, Founder

GREATEST ILLINOIS COMPANY

Illinois Life Building, 1212 Lake Shore Drive

The Illinois Life is the Dean of the Illinois Legal Reserve Life Insurance Companies



George L. Seal
started with the Peoria Life
as a part-time agent twelve
years ago—now manager of
a prosperous district agency.

The PEORIA LIFE INSURANCE COMPANY

offers to its agents
a program of constant
all-year-round service—the
practical kind of service that
makes them successful
and prosperous.



Co-operation
Headquarters
Peoria Life Home Office Building

1924

OCTOBER

1924

SUN MON TUE WED THU FRI SAT

October Is Managers' Month

The Peoria Life is proud of its Agency Force, and especially proud of the men in charge of its state and district territories—its managers. And these men are just as popular with their agency organizations as they are with the Company.

Hence we have Managers' Month in October. Peoria Life agents appreciate that their managers are working constantly to build bigger agencies and to develop more successful producers. They speak their appreciation with applications in October, and their increased business is a testimonial of their loyalty to their managers.

Peoria Life managers are warmly regarded by their agents, because of their practical, helpful understanding of an agent's problems. This understanding follows logically from the fact that they were themselves successful producing agents before they were managers. Practically every Peoria Life state and district manager came to his present position through the well-known Peoria Life principle:

All promotions from the agency ranks.

PEORIA LIFE INSURANCE COMPANY—PEORIA, ILLINOIS